

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: **09/ 860,259**

Group Art Unit: 2455

Confirmation No.: 4802

Examiner: D.R. Lazaro

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First Inventor: Shelton PALMER

For: Apparatus and method of automatically accessing on-line services in response to broadcast of on-line addresses
Reissue application based on U.S. Patent No. 5,905,865

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUPPLEMENTAL DECLARATION UNDER 37 C.F.R. § 1.131

I, Shelton L. Palmer, declare as follows:

1. I am the inventor of the patent and the reissue patent application identified above. I am the same Shelton L. Palmer who provided the Declaration under 37 C.F.R. § 1.131 filed in this application on June 2, 2004.
2. I am a professional musician and composer, as well as a commercial television producer, writer, and director. I have produced hundreds of national radio and television advertising spots and directed several national advertising campaigns.
3. I have reviewed the claims currently pending in this application.
4. I provide this supplemental declaration to amplify my discussion of both my conception of the invention before June 15, 1995, and my reasonable diligence up to the filing of my provisional patent application on October 30, 1995.
5. All of the events and acts I discuss in this declaration took place in the United States, and all of the documents provided as exhibits to this declaration were created in, or relate to events that took place in, the United States.

6. For ease of reference, I will refer to the invention claimed in this application as the "Roboweb invention." As I discuss below, I conceived of the Roboweb invention before June 15, 1995. I exercised reasonable diligence toward reducing the Roboweb invention to practice from a time before June 15, 1995, until I filed the provisional application on which my patent and this reissue application are based, serial no. 60/008,111, on October 30, 1995.

My conception of the claimed invention

7. My conception of the invention is reflected in a number documents which are attached to this Declaration as Exhibits A to I.
8. Exhibit A is a copy of pages from my 1994 date book dated December 8, 1994. Exhibit A documents my attendance at a meeting regarding the development of my Roboweb invention.
9. Exhibit B is a document containing a description of my Roboweb invention. This document was stored in a text file, and bears the authenticated date of January 26, 1995. The file was archived on a floppy disk belonging to me. The floppy disk has a time stamp for the last modification date for each of the files stored therein. The last modification date of this file was January 26, 1995.
10. Exhibit B is a business memorandum I prepared that identifies potential business projects that I wanted to discuss at a dinner meeting at Keen's Chophouse in New York, NY, in late January or early February in 1995. Developing a business based on my Roboweb invention is one of the projects on the agenda. The dinner meeting included Neil Goldstein, Esq., who was my attorney at the time, Martin Reingold, who was the Chief Financial Officer of SLP Productions, Inc., and me. I did not disclose the contents of the file or the subjects discussed at the meeting to any persons other than Mr. Reingold and Mr. Goldstein, who each agreed to and subsequently did maintain the information under strict confidence.
11. Exhibit C is another document I prepared that contains a description of my Roboweb invention. This document was stored in a text file, and bears the authenticated date of February 1, 1995.

12. At the time that I prepared the documents shown in Exhibits B and C, I routinely updated my work on backup floppy disks. As a floppy disk became full, I routinely wrote down the date on which no more files could be stored on the floppy disks. I wrote the date April 25, 1995 on this floppy disk because I determined on April 25, 1995 that the floppy disk did not have any more room to store additional files. Each of the files located on this floppy disk has a modification date of or earlier than April 25, 1995. A printed copy of the front of the floppy disk and the label adhering to the front of the floppy disk are attached as Exhibit D. A directory listing of the contents of the floppy disk is attached as Exhibit E. Further, a certification by a forensics expert confirming that the contents of the floppy disk are accurately depicted in the directory listing, is attached as Exhibit F.
13. Exhibits B and C demonstrate that I conceived of my invention before June 15, 1995. Among other things, Exhibits B and C contain descriptions that illustrate the following features of the invention:
- a. Broadcasting Internet addresses (uniform resource locators, or URLs), causing computers to automatically navigate to the site specified by the transmitted internet address and to retrieve information from that location, and to have this occur "in sync" or in "relative sync" with the content of the radio or television program being broadcast.
 - b. Implementing the invention using either a "central office" or a "Roboweb" computer server, as well as the concept of a plurality of computers simultaneously receiving the broadcast Internet address, and independently accessing and retrieving content at the location specified by the Internet address.
 - c. Having elements of the system at multiple distinct locations including the location where the computer server or central office sending the encoded address was located, the location where content specified by an Internet address would be found, the location from where radio or television content would be broadcast, and a plurality of locations where radio or television receivers and where personal computers would be located.

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14. Exhibits B and C also show that I understood my invention could be used for a variety of purposes. For example, Exhibits B and C illustrate such diverse applications as providing coupons to viewers or listeners, online voting, provision of educational content to accompany programming or for distance learning (including employee training), providing new rate data for financial institutions such as mortgage rates or savings account rates, or providing incentives for buyers such as low rates on car loans or leases. Exhibits B and C also illustrate my belief at the time that my invention would have broad potential for advertising and providing a "truly interactive environment for television and advertisers."
15. Exhibits B and C describe a method for automatically directing computers to communicate with a data service providing information corresponding to audio or video programming being broadcasted. To illustrate the correspondence between the evidence and the pending reissue claims, I compare the steps of claim 17 to Exhibit C.¹

a) *receiving an address identifying said data service at an address transmitter*

Exhibit C describes examples of receiving an address identifying the data service at an address transmitter. Exhibit C describes examples of "encoded data" in line 21 or "URL" in line 32, which can be an address identifying the data service. Exhibit C shows that the data service could include advertising, interactive contact, or education programming as noted in line 14, or web pages, as noted in line 36, or pages of graphic or textual information, as noted in lines 38-40. Exhibit C also describes, at lines 21-30, the reception of the address occurring at an address transmitter, identified as a one-to-many system providing transmission by way of television, radio, internet or other suitable form.

¹ For convenience, I refer to the numbers of the lines of text on the attached printout of Exhibit C, which exists in its original form as a plain text file. A copy of Exhibit C to which line numbers have been added is attached as Exhibit C-1. The line numbers identified in this discussion are those shown in Exhibit C-1.

- b) *transmitting said address from said address transmitter to said plurality of computers, whereby said transmitted address is substantially simultaneously received at said plurality of computers,*

Exhibit C also describes transmitting the address from the address transmitter to the plurality of computers, identified as "personal computers" in lines 25-28, whereby the transmitted address is substantially simultaneously received at the computers.

Exhibit C at lines 21-27, for example, describes transmission of the address through the Vertical Blanking Interval (VBI) or, in the case of audio transmission, in the sub-audio, which will be received substantially simultaneously by the computers through, for example, pager-type receivers or direct connection, as noted in lines 25-30.

- c) *broadcasting from a programming transmitter audio or video information corresponding with said data service, wherein the address identifying said data service is separate from the audio or video information being broadcast,*

Exhibit C also sets forth the step of broadcasting, from a programming transmitter, audio or video information corresponding with the data service, wherein the address identifying the data service is separate from the audio or video information being broadcast. For example, Exhibit C describes radio or television broadcasts in lines 21-27 that include data in sub-audio or VBI and also indicates that the address data, e.g., in VBI or sub-audio, is separate from the "broadcast content," as noted in lines 13-15 and lines 21-27.

- d) *coordinating said transmitting to occur substantially simultaneously with said broadcasting, independent of user interaction with said data service, and*

Exhibit C also provides an example of coordinating the transmitting to occur substantially simultaneously with the broadcast, independent of user action with the data service. For example, lines 21-27 of Exhibit C describe that the encoded data may be broadcast in VBI or sub-audio and "in sync" with the broadcasts. As described in Exhibit C, the transmission of the data is independent of user interaction.

- e) *automatically directing at least one of said plurality of computers to access said data service using said address (URL) identifying said data service.*

Exhibit C also describes one way of automatically directing at least one of the plurality of computers to access the data service using the address identifying the data service. Lines 31-33 of Exhibit C, for example, describe a system that sends related URLs to a personal computer automatically, and lines 34-36 provide an example of having the associated web pages appear on the personal computer in sync with the radio broadcast for a "television-like" experience.

I was diligent in reducing my Roboweb invention to practice

16. During the period from June through October of 1995, I was owner, president and creative director of SLP Productions, Inc. The organization was widely known as "The Palmer Group."
17. The headquarters of SLP Productions, Inc. occupied two floors of 19 West 36th Street in New York City. In 1995, SLP Productions, Inc. employed approximately 30 full time staff, 20 part-time editors and engineers, 600 part-time musicians, and 80 part-time singers and voice-over artists. We had two multi-million dollar digital audio recording studios and five digital video editing rooms on the premises. We also had a video insert stage and one of the most sophisticated audio/video inter-format transfer rooms on the East Coast. The organization was at the forefront of digital production technology, and we employed the most advanced office automation available at the time.
18. As president and creative director of SLP Productions, I oversaw all aspects of our creative and technology businesses. The company's main business was composing and producing music, for which I was responsible. My responsibilities also extended to writing, directing, and producing video/film commercials, promotional announcements, and sales films for our clients; running our advertising agency; and supervising our media buying services.

19. I conceived of and worked to develop my Roboweb invention while I was carrying out my responsibilities at SLP Productions. In addition, during this period, I was active as an entrepreneur and was simultaneously developing several other inventions and business opportunities.
20. Despite the demands of running SLP Productions, Inc. and my other business responsibilities, which I discuss in greater detail at ¶¶ 59-65 below, I spent as much time as I could developing the Roboweb invention throughout 1995, including specifically the period from just before June 15, 1995, through October 30, 1995. I made a significant intellectual and financial commitment to developing the Roboweb invention during that period.
21. It is important to appreciate the context for my work. In 1995, online services were growing rapidly, and entrepreneurs were making millions inventing ways to change the one-to-many communications paradigm. I believed that Roboweb was a way to join the old world of broadcasting to the emerging world of one-to-one communications, and that none of my other projects had the same commercial potential. As a result, I placed a priority on developing my Roboweb invention and taking steps to develop it as a commercial opportunity.
22. It is also important to appreciate how I conducted my development activities during 1995. Due to the nature of my work, both for SLP Productions and on the entrepreneurial projects I initiated, it was not my practice to start work on one project, and to then work continuously and exclusively on only that project until it was completed. Indeed, I could not have done so because of my responsibilities as president and creative director of SLP Productions. Instead, I would perform any work that could be done on a particular aspect of a project up to the point that I would require some form of response, input, or information from another source. During these periods, it was my practice to pursue development of other projects or to carry out my responsibilities as president of SLP Productions.

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23. My practice of addressing other projects or matters while awaiting responses, inputs, or information on another project did not mean that I had put any projects on a "back burner" or otherwise suspended my efforts to develop them. Instead, I would continue the work that could go forward on a given project, and as soon as I received the necessary response, inputs or information, I would resume the work for which the response, input, or information had been needed. This was the case for my efforts to develop my Roboweb invention. For example, at various times during the development of Roboweb, I had outstanding requests relating to technical information, proposals for making production prototypes, and preparation of a patent application.
24. I also consider it important to appreciate that my efforts to develop and build a Roboweb system and prototype were inherently tied to my goal of commercializing the invention. The primary focus in all of my entrepreneurial projects was to develop such projects into viable businesses. As a result, throughout 1995, I was continually developing, improving, and refining my Roboweb invention to reflect technological developments. All of the steps I took to develop Roboweb throughout 1995, including my efforts to obtain a patent, were directed toward turning my Roboweb invention into a viable, revenue-generating business.
25. Before June 15, 1995, I had outlined a business plan for commercializing the invention. See ¶ 28 below. I had also prototyped both hardware and software with the objective of demonstrating the invention to potential investors. See ¶¶ 27, 31.
26. I diligently pursued development of my invention and its actual or constructive reduction to practice from a time before June 15, 1995, until October 30, 1995, the filing date of my provisional application serial no. 60/008,111. Evidence of my activity related to my development of the Roboweb invention includes the following. Exhibits G-1 to G-53, discussed below, are selected pages from my date book for 1995.² I have used such date books for many years to record my daily professional activities. I made all of the entries and annotations that appear in the date book.

² Selected pages from this date book were provided as Exhibits G through U in my earlier declaration under § 1.131 in this reissue application.

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27. Exhibit G-1 includes a date book entry dated February 13, 1995, including phone numbers for contacting the company that marketed PhotoGenix Screen Saver Software. By around February 13, 1995, I had investigated options for creating custom browser software that would be capable of accepting internet addresses (URLs) provided by a hardware interface and automatically connecting to the specified web pages. In particular, I had worked with components of screen saver software, which was small enough to run in TSR (Temporary Stay Resident) memory, to keep a computer constantly reading and graphically stacking web pages whether or not users were actively tracking the software.
28. Exhibit G-2 includes a date book entry dated February 14, 1995, bearing notations about "Attorneys Fees" and "Patent" that indicate I was researching the costs associated with obtaining patent protection for my Roboweb invention. This date book entry also bears notations for "Salary," "Future" (my shorthand for a commercial exit strategy), and "Prior Money" (my shorthand for costs associated with starting a business). These notations indicate that I was approaching the development of my invention in the context of a business opportunity.
29. Exhibit G-3 includes a date book entry dated March 13, 1995, concerning a telephone number for Bruce Sales and J.D. Lerner. John David Lerner is the patent attorney who prepared the provisional and nonprovisional patent applications that I filed. Bruce Sales is an attorney who worked with Mr. Lerner. This contact concerned patenting my Roboweb invention.
30. Exhibit G-4 includes a date book entry dated March 13, 1995, showing a checklist for items to be completed. I checked off a telephone call to Bruce Sales because I had spoken with him to confirm a scheduled meeting to discuss a patent application for Roboweb.
31. I recall that by the end of March, 1995, I had built a device as proof-of-concept for routing a URL from a broadcast source to a computer. Specifically, I had a "breadboard" prototype that interfaced a commercial pager (receiver) to a computer through an RS-232 port to demonstrate the transfer of a URL delivered in a paging message to a computer.

32. Exhibit G-5 includes a date book entry dated May 17, 1995, which concerns a call scheduled to be made with Kristian Gjølborg, a Norwegian entrepreneur who was identified to me as a person to contact for help with financing, manufacturing, and distributing the Roboweb invention domestically and internationally.
33. Exhibit G-6 includes a date book entry dated May 24, 1995, to contact "CyberDate," relating to exploring the potential use of Roboweb as a dating application.
34. Exhibit G-10 includes a date book entry dated June 5, 1995, referring to "NASBIC Biz plans Marty follow-up," concerning my regular monthly meeting with my CFO, Martin Reingold, to discuss current project business plans. Discussion of the development of Roboweb was on the agenda for this meeting.
35. Exhibit G-12 includes a date book entry dated June 7, 1995, relating to my use of the Intel BBS for research regarding the implementation of aspects of a Roboweb system. Using a BBS network would allow the invention to be commercialized without incurring costs associated with a commercial Internet Service Provider.
36. Exhibit G-14 includes a date book entry dated June 13, 1995, for "FPMFAX." This is a reference to software of a kind commonly incorporated into computer-based fax programs at the time. The date book entry sets forth the syntax for running the software from a command-line interface. I was investigating computer fax software as a potential protocol for implementing a Roboweb data schema. I wrote a small piece of computer code that allowed me to use the subroutines in the software to create a primitive data stream for Roboweb. FPMFAX was one of several alternatives I was investigating for manipulating data using different hardware configurations and types of data networks.
37. Exhibit G-18 includes a date book entry dated June 23, 1995, indicating that I was in the process of contacting Larry Morgan of Premiere Radio Networks, to whom I had been referred to ascertain how to implement my invention over a national radio network. The contact with Mr. Morgan indicated on Exhibit G-18 was directed toward a radio broadcast-based implementation of my invention.

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38. Exhibit G-20 includes a date book entry dated June 29, 1995, relating to my evaluation of the purchase of professional video equipment for testing of encoding information in the VBI in television broadcasts. Acquiring the capability to encode information in the VBI was directed toward a television broadcast-based implementation of my invention.
39. Exhibit G-21 includes a date book entry dated June 29, 1995, relating to an early coding schema for my invention.
40. I recall that by the end of June, 1995, the pager system software I had prototyped was operational. Based on my experience using my data schema with the fax software, I believed that there was a realistic potential for collaboration with a commercial Internet Service Provider (ISP), such as AOL or CompuServe, to provide access to web pages without requiring our customers to be subscribers of the ISP. I believed that the system was sufficiently developed to demonstrate to such potential collaborators. To this end, I renamed the software "Pageweb." (For ease of reference, I continue to use the "Roboweb" name below.)
41. Exhibit G-22 includes a date book entry dated June 30, 1995, diagramming alternative embodiments of the Roboweb invention under the heading "Pageweb." In the top diagram, an embodiment involving separate television and computer displays is illustrated. In the bottom diagram, an embodiment involving the display of both broadcast video content and data from a data service on a single television display is illustrated.
42. I recall that in July and August 1995, I built a portable closed circuit television system in a flight case which played several channels of VBI-encoded NTSC television signals. By mid-July, 1995, I had a way to display text pager return messages on the computer screen based upon user behavior. This was sufficient for demonstrating the essential software features of the invention, and I and my business collaborators used this prototype to show to potential bankers and investors.

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43. Exhibit G-23 includes a date book entry dated July 8, 1995, concerning a list of access numbers for AOL and Compuserve. This date book entry relates to my consideration of using a variety of ISP dial-ins to simulate the distribution of URLs over a paging network for demonstration purposes. I investigated testing to measure dial-up speeds and response times from a VBI decode through a webpage display. This date book entry therefore relates to a television broadcast-based implementation of my invention.
44. Exhibit G24 includes a date book entry dated July 10, 1995, concerning a call to Dick Bruskin, of Bruskin Research, regarding research relating to various in-house projects, including Roboweb.
45. Exhibit G-24 also includes a date book entry dated July 10, 1995, concerning a call to Ann Carmel, an investment banker, regarding potential financing for the Roboweb project.
46. Exhibit G-24 also includes a date book entry dated July 10, 1995, relating to hardware and software components I could use in certain embodiments of the Roboweb invention. A "UART," as indicated in the date book entry, is a universally asynchronous receiver/transmitter, which is a part of a computer modem that receives and sends data. As the entry indicates, this hardware would receive a URL from an address transmitter. The reference to a custom browser or overlay program in the date book entry relates to software that would employ the received URL to retrieve data from a data service.
47. Exhibit G-27 includes a date book entry dated July 13, 1995, concerning testing of my invention involving the New York Public Library website.
48. Exhibit G-32 includes a date book entry dated August 4, 1995, concerning a referral to Rusty Russell, an MIS specialist with television experience who could assist in reducing my invention to practice.
49. Exhibit G-33 includes a date book entry dated August 9, 1995, for "Speduto." This refers to a call to an advisor, Mr. Speduto, to talk about the possibility of using loans rather than venture capital to finance the commercialization of Roboweb.

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50. Exhibit G-40 includes a date book entry dated August 30, 1995, regarding "Personal Financial for MR." This is a reminder to me to provide my financial information to Martin Reingold, the CFO of SLP Productions, Inc., so that he could prepare paperwork for presenting Roboweb to potential funding sources. At this point in the project, we were beginning to spend enough money on prototyping hardware that it was evident to us that we would require outside funding to commercialize the invention.
51. Exhibit G-42 includes a date book entry dated August 30, 1995, illustrating conceptual representations of the implementation of my invention.
52. As the date book entries discussed in ¶¶ 46-51 above reflect, I continued to refine the demonstration we presented to potential backers through July and August. We received several positive responses. However, all of the potential investors wanted to know whether the invention was patentable. I therefore turned my attention to preparing notes and specifications that could be used to prepare a provisional patent application. I continued preparing documents to support the preparation of a patent application in August and September of 1995.
53. I recall that at about the same time, I also investigated the possibility of selling or licensing the project to Premiere Radio Networks (now ClearChannel), a radio broadcast company. I had met Craig T. Kitchen, who was then president of Premiere Networks, a few weeks earlier during a business trip to Los Angeles. I had several calls with Mr. Kitchen concerning a sale to or strategic investment by Premiere Networks involving the Roboweb invention.
54. Exhibit G-46 includes a date book entry dated October 2, 1995, concerning a call with Craig Kitchen. The initials "K.T." appearing in Exhibit G-46 refer to Mr. Kitchen. The call concerned potential implementation of the Roboweb invention to provide "radio with pictures" and the goal of securing the hundreds of radio stations associated with Premiere Radio Networks as potential customers.

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55. Exhibit G-47 includes a date book entry dated October 2, 1995, concerning a telephone call with Bruce Sales and his associate concerning preparation of my provisional patent application.
56. Exhibit H is a document dated October 10, 1995. It describes the features of the "WebPager" system. WebPager was the trade name I selected for marketing the Roboweb invention. I provided this document to my patent attorneys to support their preparation of a provisional patent application.
57. Exhibit G-52 includes a date book entry dated October 16, 1995, concerning a call with Andy Mark of Premiere Networks to discuss possible implementations of my invention.
58. Exhibit G-53 includes a date book entry dated October 25, 1995, concerning a discussion I had with Bruce Sales regarding possible trademark names for my invention, including "WebPager."
59. As I explained above, during the entire period from before June 15, 1995, through October 30, 1995, I was the president and creative director of SLP Productions, Inc. These responsibilities alone required a full-time commitment of my work hours. During the same interval, I also had obligations involving other business, professional, and entrepreneurial activities. I describe these activities and obligations below.
60. In 1995, my typical workdays corresponded to one of two types. I refer to these types as prep-days and production days.
61. A prep-day was any day that I was not in production. These days would include creative meetings in or out of the office, pitch meetings, staff meetings, sales-oriented telephone calls and pre- or post-production duties. After typical business hours, I would go home to have dinner with my family. I would then return to the office from about 8 pm until 1 am. I used the late evening work time for composing music, writing scripts, and crafting pitch material, as I was typically not able to devote adequate time and attention to such tasks during the business day.

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62. A music production day would typically start at 9 am, and a film or video production day would typically start at 6 am. Both music and film/video production days were typically booked for 10 hours. The scheduling and use of my time on production days were different from other days because I would work on only one project and with one client for the entire day.
63. In addition to my responsibilities with SLP Productions, during 1995, I also worked with my wife, Debbie J. Palmer, to help her company, DJP Design Inc. SLP Productions, Inc. subleased office space to DJP Design Inc. I worked with my wife and her staff to support the manufacturing and marketing of her company's products.
64. The table presented at ¶¶ 66 below identifies some of the events associated with projects for SLP Productions, Inc. and DJP Design Inc. in which I participated, or for which I had responsibility, from June through October 1995. The table is organized by project, in chronological order by project start date. The entries in the table refer to the dates of several date book entries. The table begins with entries on a list titled "PIP," for "Palmer in Production," in a date book entry I made on May 24, 1995 (Exhibit G-5). This date book entry, in the form of a "to-do" list, relates to projects that were in progress as of that date.
65. The table below also refers to Exhibit I, which is an index of the audio tracks that SLP Productions delivered to clients or otherwise archived during 1995. The index is organized by year and the number of the week in the year, per convention in the broadcast industry. The indicated dates are the archive dates, which approximately reflect the dates that audio tracks were delivered to clients. The index does not include all of the original studio recordings produced during that span of time, but instead catalogs only the final products. Exhibit I was printed from the electronic records produced by SLP Productions in the ordinary course of business and maintained in paper form since the index was created.
66. a. *KTVT-TV*
 05/24/1995 KTVT-TV Austin Texas 40th Anniversary Jingle Package - compose and produce a music production package (Ex. G-6).

b. KTVT-TV Radio

05/24/1995 KTVT-TV Radio Campaign - create and produce a series of radio commercials to promote the 40th anniversary of the station (Ex. G-6).

c. Tempest talk show promos

05/24/1995 Columbia Tristar Television Distribution - Create and produce a new business pitch for "Tempest," a new syndicated television show starring Tempest Bledsoe (Ex. G-6).

06/01/1995 Ingest videotapes from Today Video to create Tempest Video demos for Columbia Tristar (CTTD) (Ex. G-8).

06/06/1995 Get a reference for promo producer for Tempest project (Ex. G-11).

06/12/1995 Won the business for Tempest - get particulars and create workflow. Specify and purchase a new AVID digital video workstation and outfit a new video editing room to be dedicated to Tempest project (Ex. G-13).

06/16/1995 Charter leasing quote for new video room financing(Ex. G-16).

08/01/1995 Work with Cunningham Escott Depini (CED) to secure favorable voice over rates for promos. Deal with AVID install issues(Ex. G-32).

08/14/1995 Production notes for Tempest promo package(Ex. G-36).

08/25/1995 Work Product Delivered as per Master DAT 95-29-34 Cuts 38-44 (Ex. I, pg. 7).

08/30/1995 Tempest Radio Scheduled (G. Keith Alexander hired as voice over). First five scripts approved. Workflow (record & ship days) approved(Ex. G-41).

09/11/1995 Work Product Delivered as per Master DAT 95-35-38 Cuts 1-5 and Cuts 7-11 (Ex. I, pg. 9).

09/21/1995 Work Product Delivered as per Master DAT 95-35-38 Cuts 17-21 (Ex. I, pg. 9).

09/28/1995 Work Product Delivered as per Master DAT 95-35-38 Cuts 23-32 (Ex. I, pg. 9).

10/16/1995 Work Product Delivered as per Master DAT 95-39-43 Cuts 1-5 (Ex. I, pg. 10).

d. Seagram's radio advertising

05/24/1995 Pre-buy, negotiate and buy radio airtime for Seagram's Soft Drinks (Ex. G-6).

06/01/1995 Coca-Cola Tampa – Schedule creative meetings with Coca-Cola (bottler of Seagram's Soft Drinks) (Ex. G-8).

06/05/1995 Work on the on-pak (label) program for the radio campaign (Ex. G-9).

06/06/1995 Identify Advertising Manager at Stratton Mountain for Seagram's radio campaign. Work on approvals from Coca-Cola (Dori Silverman) (Ex. G-11).

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- 06/12/1995 Call various Seagram's/Coke/Stratton people (Ex. G-13).
- 06/13/1995 Ongoing work for artwork on soda cans (Ex. G-14).
- 08/18/1995 Finalize Stratton/Seagram's offer for radio and on-pack campaign (Ex. G-38).
- 08/30/1995 Revise radio proposal and resend (Ex. G-40).
- 09/05/1995 Client call to finalize budget and schedule (Ex. G-43).
- 09/30/1995 Billing for Seagram's/Stratton (post-buy paperwork) (Ex. G-46).
- 10/11/1995 Station Audit/Post-Buy work (Ex. G-49).
- 10/13/1995 Meeting with client to expand the scope of work (Ex. G-50).

e. *CardGuard brochure*

- 05/24/1995 Create and produce creative, copy, artwork and mechanical art for a new product called CardGuard (Ex. G-6).

f. *Ricki Lake*

- 05/24/1995 Interview and retain a new Public Relations agency for the Ricki Lake Show (Ex. G-6).
- 06/05/1995 Note to send Ricki Lake ("RKL") demos ASAP (Ex. G-10).
- 07/10/1995. Create quote for complete Ricki Lake season of television and radio promos (for CTTD) (Ex. G-25).
- 07/25/1995 Arrange meetings with Ricki Lake senior production staff in NY (Ex. G-30).

g. *WWKF demo*

- 05/24/1995 Compose and produce demonstration recording for a potential job for WWKF TV (Ex. G-6).

h. *Palmer News Package 5 (PNP5) demo*

- 05/24/1995 Compose and produce demonstration recordings for the next version of the Palmer News Package PNP5, a syndicated news music and station identification package produced by SLP Productions, Inc. (Ex. G-6).

i. *M3 News Package demo*

- 05/24/1995 Book and produce a recording session for the Woodwind section of Millennium 3, another television station news music package produced by SLP Productions, Inc. (Ex. G-6).
- 08/30/1995 Re-master woodwind session package (Ex. G-40).
- 09/30/1995 Additional work needed on this package (Ex. G-46).

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j. WPIX I.D. Package

05/24/1995 Create and produce a station identification music and on-air graphics package for WPIX-TV Channel 11, New York (Ex. G-6).

k. R&R Advertising

05/24/1995 R&R Advertising (Las Vegas) ordered a television sports music theme package based upon my themes for the M3 News Package (Ex. G-6).

l. Banana Boat Suncare

06/05/1995 Work on media buy for Banana Boat Suncare campaign (Ex. G-10).

06/16/1995 Continue working on quote for talent for BB in Canada (Ex. G-16)

10/02/1995 Finalize paperwork (post-buy) for BB Canada (Ex. G-47).

m. Showtime

06/05/1995 Continuing work on a pitch for Showtime Cable Network's Upfront Presentation (Ex. G-10).

n. In-house projects

06/07/1995 Create corporate Jingle demonstration reel (Ex. G-12).

10/02/1995 In-house projects on 10/02 included: Internal accounting for Q3 for DJP Design; Quarterly review of fiscal Q2 for SLP Productions, Inc.; Advertising and Marketing Materials creation for SLP; Staffing for Account Execs & Sales help Crafting special materials for my news music packages (Ex. G-48).

o. WCPX-TV

06/13/1995 Create price quotation for new music package for WCPX-TV (Ex. G-15).

p. DJP Design

06/20/1995 Secure manufacturing line of credit from Sterling bank for DJP Design; work with CFO and D. Palmer on sales projections (Ex. G-17).

08/09/1995 Meet with Wilkes Group (rep firm for DJP) work on pricing for products (Ex. G-34).

08/18/1995 Work on DJP distribution (Ex. G-39).

10/02/1995 Schedule video shoot for DJP sales tape; write script (Ex. G-47).

q. WMAU-TV

06/26/1995 Prepare price quote for PNP music package (Ex. G-19).

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r. *NATPE*

06/26/1995 Start planning booth at the National Association of Television Programming Executives (NATPE) convention, as well as trade show presence at PROMAX, a promotion marketing executives' conference in Los Angeles (Ex. G-19).

s. *Paramount - Kingworld*

07/11/1995 Meetings in Los Angeles over several days to pitch to Paramount TV, Kingworld TV, AME (after midnight entertainment, radio), Warner Brothers, Premiere Radio Network, KNBC-TV; seeing CTDD client (Ex. G-26).

t. *Father in hospital*

07/17/1995 My father was hospitalized for a medical procedure (Ex. G-28).

u. *CNN-FN*

07/18/1995 Put together pitch materials for the launch of CNN-FN (Ex. G-30).

v. *TV/Music Licensing Committee*

07/25/1995 Co-found the TV/Music Licensing Committee to deal with certain ASCAP practices regarding commercial music composers (Ex. G-30).

10/11/1995 Call meeting about ASCAP (Ex. G-49).

w. *Central Park West Theme*

07/26/1995 Compose and produce demo theme songs for the upcoming television show, "Central Park West" (Ex. G-31).

07/31/1995 Work product delivered as per Master DAT 95-29-34 Cuts 1-5 (Ex. I, pg. 7).

x. *TransAmerica*

08/10/1995 Quote Weller & O'Sullivan on doing an arrangement of "The Natural" for TransAmerica Insurance Television Commercials (Ex. G-35).

y. *Fred Goldberg Radio*

08/10/1995 Quote on direct response radio commercial production for Fred Goldberg (Ex. G-35).

08/14/1995 Work product delivered as per Master DAT 95-29-34 Cut 6 (Ex. I, pg. 7).

08/15/1995 Work product delivered as per Master DAT 95-29-34 Cut 13 (Ex. I, pg. 7).

08/30/1995 Mix and ship (Ex. G-40).

09/11/1995 Work product delivered as per Master DAT 95-35-38 Cuts 12-14 (Ex. I, pg. 9).

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09/30/1995 Traffic Goldberg project to radio stations and networks (Ex. G-46).

z. Hermann's Sports

08/10/1995 Quote on complete production package for Hermann's Sports – television commercial music, edit, and mix (Ex. G-35).

08/14/1995 Work product delivered as per Master DAT 95-29-34 Cuts 7-12 (Ex. I, pg. 7).

aa. Oprah

08/14/1995 Creative meeting for Oprah television commercial and jingle package (Ex. G-37).

08/20/1995 Work product delivered as per Master DAT 95-29-34 Cuts 14-22 (Ex. I, pg. 7).

08/23/1995 Work product delivered as per Master DAT 95-29-34 Cuts 27-34 (Ex. I, pg. 7).

09/11/1995 Work product delivered as per Master DAT 95-35-38 Cut 6 (Ex. I, pg. 9).

bb. Service Merchandise - sales meeting

08/25/1995 First conversations about music and video presentation for the Service Merchandise Sales Conference to be held on 9/18/95 (Ex. G-39).

08/30/1995 Budget, cast and set editorial schedule (Ex. G-40).

09/05/1995 Book Sol Fischler to edit project (Ex. G-41).

cc. Service Merchandise - advertising campaign

08/30/1995 Voice over demo for radio campaign; Music demo for radio campaign; Web page demo (Ex. G-40).

10/16/1995 Brand brief meeting, schedule commercial television workflow, brand messaging calls with various brand managers at Service Merchandise (Ex. G-51).

dd. WDSU-TV

08/30/1995 Schedule demo recording date (Ex. G-40).

09/21/1995 Work product delivered as per Master DAT 95-35-38 Cut 16 (Ex. I, pg. 9).

09/16/1995 Recording session WDSU-TV tracks (Ex. G-45).

09/28/1995 Work product delivered as per Master DAT 95-35-38 Cut 22 (Ex. I, pg. 9).

ee. Palmer News Package

08/30/1995 Arrange one my news themes in "easy play" format for High School Marching Bands for local TV station promotional activities (Ex. G-40).

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ff. KPDX-TV

09/06/1995 Discuss new project for KPDX-TV Channel 49 (Ex. G-44).

gg. Omni Berkshire Hotel

09/20/1995 Script Demo/Record; work product delivered as per Master DAT 95-35-38 Cut 15 (Ex. I, pg. 9).

10/16/1995 Work product delivered as per Master DAT 95-39-43 Cuts 6-8 (Ex. I, pg. 10).

hh. Sabon

10/02/1995 Pitch call to Sabon Entertainment (Ex. G-47).

ii. Chubbs Baby Wipes

10/11/1995 Initial conversations about music for Chubbs Baby Wipes commercial soundtrack with Warwick Baker Fiore Advertising (Ex. G-48).

jj. KOAA-TV

10/11/1995 Send package and quote for news music (Ex. G-49).

67. Based on the facts set forth above, I believe I engaged in reasonable diligence toward reduction of the invention to practice during the period from just prior to June 15, 1995 until October 30, 1995. I believe I made substantial efforts to develop and constructively reduce my invention to practice during this period, and that these efforts were reasonable in light of the other substantial demands on my time during that time associated with running SLP Productions.

Integrity of evidence

68. The integrity of the date books containing entries discussed above has been maintained since at least December 8, 1994. The entries in the date book have not been altered in any way following the date of each entry.
69. The integrity of the files I stored on the floppy disk has been maintained since the file creation dates associated with those files, as indicated above. The file name of the file corresponding to the January 26, 1995 document is "biz4.txt". The filename of the file corresponding to the February 1, 1995 document is "rwreadme.txt".

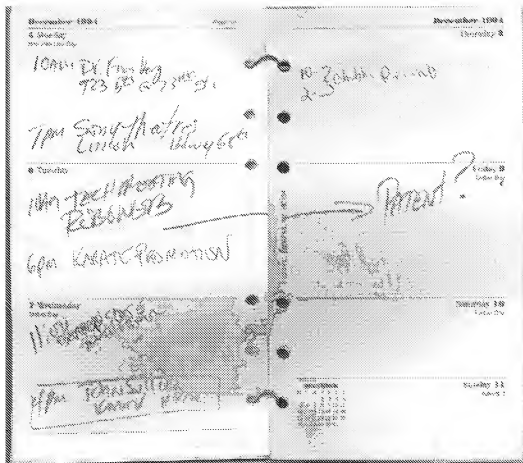
COPY FOR 10/ 668,100

70. The floppy disk, date book entries, and notebook entries discussed in this declaration were retained with confidentiality, and were not publicly disclosed in any manner, prior to October 30, 1995.
71. I am now unable to locate the pager/UART prototype I constructed before June 15, 1995 (see ¶ 31 above), the code I wrote to use it (see ¶¶ 27, 36, 40 above), or the demonstration prototype that I and my business collaborators used for presentations to potential backers (see ¶ 42 above). I have a clear recollection that the pager/UART prototype remained for several years in my company's old office at 19 West 36th Street. When we closed that office in 2001, most of our files and other objects accumulated over many years in business were placed into storage. I recently undertook an extensive search for the prototype device and the associated software at my storage facility and at family property where some of our project materials had been moved. However, I was unable to locate these materials.

* * *

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the patent that is the basis of this reissue application.

/Shelton Leigh Palmer/ Date: May 13, 2009
Shelton L. Palmer



Keen's Strategy Dinner - Shelly, Neil & Marty
Agenda

IT

IT stands for Integrated Technology. IT is more of a marketing concept than a product. The idea is to create a nationwide chain of computer stores called, IT. Get IT, Solve IT, Got IT, IT Saved Me, etc. The store would only sell business solutions. Complete contact management software systems, accounting systems, database systems, word processing networks, etc. No individual applications, only bundled, fully installed software and hardware with training and service for people who know that they need computers but don't know what to buy and can't or won't take the time to learn. IT needs to start out as a single retail store in Manhattan and then open in every mall in the world. This would be a great concept to sell, joint venture or license to IBM or AT&T.

NYC's First 18 Hole Championship Indoor Putting Course

Fashioned after Nevada's best championship outdoor putting course at Angel Park in Las Vegas, this will be a "real grass," indoor version complete with bar and restaurant. It will be situated in one of the zillions of 75,000 - 100,000 empty loft building in the west 40's or farther downtown on the west side by the water. It will be a private club with certain off-peak hours offered to the general public. The indoor lighting will be done with special fluorescent "grow bulbs" during daylight hours and cool fluorescent indoor bulbs at night. We will hire a professional greenskeeper to make sure that the Bermuda Grass is always in perfect condition with a Stimpmeter reading of 10-12. Tee times available from 6:00a - 02:00a seven days a week.

Roboweb

Roboweb is a system that enables radio listeners to experience "radio with pictures" using encoded broadcasts to automatically change world wide web pages in sync with the broadcast. It can also be used to sync the Internet with Television using VBI encoding like our TV Fax Patent. This system should revolutionize the way people interact with radio and television. Imagine coupons or voting online using your personal computer and having the interaction occur "in sync" with the show. It will also work for videotape or cd's. This technology can be created very inexpensively using ordinary technology in extraordinary ways.

Maine Lobster Pound in NYC

A fresh lobster restaurant fashioned after the Ogonquit Lobster Pound or Barnacle Billy's in Ogonquit, Maine. The menu will be limited to lobster, steamers, corn on the cob, potatoes, fried clams, blueberry pie, soda and beer. Bibs, picnic tables, paper

plates and cups, limited table service, exceptional prices ... fantastic food. Locate on the fringe of a residential neighborhood on the east or west side.

The Economic Development of Bondville, VT

Bondville, Vermont is a town located at the base of the Stratton Mountain access road. It has approximately 10 buildings. There are only a few obstacles preventing Bondville from becoming a goldmine: The biggest problem is waste water. A deal would have to be made with the Winhall Fairground Development Organization and two other land owners to create and share a leech field. This would allow zoning applications to be made to turn our building into a Diner, create a shopping mall on the other properties, give the public a park, indoor ice rink and create retail space for service retailers.

Shredder Heaven at Magic Mountain, VT

According to a survey in the January 1994 issue of Ski Magazine, Snowboarding is the fastest growing aspect of the snow sports industry. This survey confirms the empirical data that can be gathered by skiing and shopping in ski stores. Snowboarding is hot. It is also a completely different culture. Snowboarding requires a completely different skill set from skiing and is enjoyed by a younger, more physically fit crowd. They enjoy Rock Music and have their own dress code. They require some special snow and slope configurations to fully enjoy their sport.

Magic Mountian is located in Londonderry, Vermont. It is a family sized ski resort that has been closed for the past two seasons. The idea is to buy the mountain from First Bank of Boston and rename it, Shreader Heaven at Magic Mountain or Mr. Shreader. (Shreader is slang for snowboarder). Everything about Shreader Heaven will be snowboard oriented. The lodge, the snow, the lifts, the slopes, the shops, the entertainment ... all targeted at 16-34 year olds, concentrating on 18-24.

SLP&CO.

Roboweb - an automatic Internet and world wide web navigation system

by Shelton Leigh Palmer - February 1, 1995

Concept Demo

Overview:

The Roboweb System shall be comprised of both hardware and software.

It shall allow users who sign up for the service to automatically navigate the world wide web and other connected computers in sync with broadcast television, radio, cable tv, videotape, audio tape or compact discs.

This will allows users to receive advertising, interactive contact, participate in voting or educational programming all in relative sync with the broadcast content.

The system shall work completely on one personal computer or on a personal computer in a room with a television set, radio or video player.

In its first form, the system will use a central office to encode programming with appropriate time and content data.

The encoded data can reside in the VBI or as a data word for a future digital television system. For audio programming the encoded data can reside in sub-audio, for radio broadcasts and other forms of one-to-many systems and index server can be created to run in sync with the broadcasts. The system may broadcast this data over sub-carrier radio waves to pager-type receivers attached to personal computers or, send the codes to the user's computer through a direct connection like the internet or a lan or wan.

Once the user's computer is connected to the central office or Roboweb computer server, the system can send the related URL's directly to the PC automatically.

In another form, Roboweb would provide a television-like experience to radio listeners who had a pc in the same room as

their radioreceivers. The web pages would appear in sync with the radio broadcast.

In another form, Roboweb would provide a personal computer with a web browser to experience a new kind of television with pages of graphics and textual information being sent in sync with the show. If the personal computer had a television tuner card installed, this experience could happen all on one piece of equipment. If the personal computer was separate from the television, both screens could be used in the experience. If the television had a set-top box with a computer chip in it, the system could be programmed to work on the television screen - although the graphics would need to be adjusted for proper viewing.

Roboweb will be an advertiser driven system. There are literally hundreds of uses for it. Coupons, voting, changing data in commercials like tune in and channel location for syndicated television spots, New rate data for financial institutions like mortgage rates or savings account rates, incentives for buyers like low rates on car loans or leases, or simply more information and the provision of a truly interactive environment for television and advertisers. Distance learning could also be accomplished with Roboweb as could all types of employee training and one to many communications which would benefit from a return path back to a central office.

The current project:

To build the system we can use a simple UART at the serial port of a pc, a web server, a relational database and a VBI encoder to put the relative sync data into the videotape or broadcast signal.

We have all the parts. This is another extraordinary use of ordinary technology. Let's build one!

1 SLP&CO.

Roboweb - an automatic Internet and world wide web navigation system

by Shelton Leigh Palmer - February 1, 1995

5 Concept Demo

Overview:

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36 their radioreceivers. The web pages would appear in sync with the radio broadcast.

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Roboweb will be an advertiser driven system. There are literally hundreds of uses for it. Coupons, voting, changing data in commercials like tune in and channel location for syndicated television spots, New rate data for financial institutions like mortgage rates or savings account rates, incentives for buyers like low rates on car loans or leases, or simply more information and the provision of a truly interactive environment for television and advertisers. Distance learning could also be accomplished with Roboweb as could all types of employee training and one to many communications which would benefit from a return path back to a central office.

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We have all the parts. This is another extraordinary use of ordinary technology. Let's build one!

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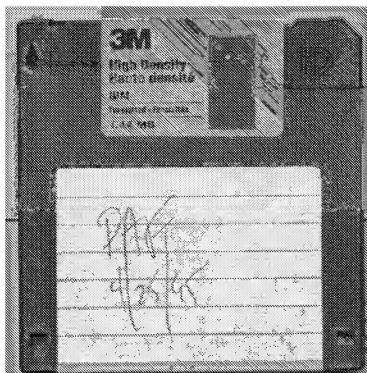


EXHIBIT D

Volume in drive A has no label.
Volume Serial Number is 3362-1AF8

Directory of A:\

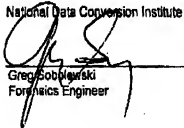
01/26/1995 01:49p	4,492 biz4.txt
02/01/1995 10:21a	3,403 rwreadme.txt
04/25/1995 07:26p	167 gjolb.txt
03/21/1995 02:49p	33,539 WTVFPNPV.CON
04/03/1995 11:07a	8,609 KBVO.CON
04/19/1995 08:13p	1,379,227 FACTOR95.WB2
01/16/1995 09:57a	4,486 GOLD44.FAX
09/18/1995 09:34p	4,475 biz4.wp
09/20/1995 04:18p	3,371 rwreadme.wp
9 File(s)	1,441,769 bytes
0 Dir(s)	14,336 bytes free

REPRODUCTION CERTIFICATION

I, Greg Sobolewski, hereby certify and declare as follows:

1. The statements made herein are from my own personal knowledge.
2. I am over the age of 18.
3. I am a US Citizen.
4. I presently reside at 18 Olive Place, Lynbrook, NY 11563.
5. I am currently employed by the National Data Conversion Institute, at its offices located at 5 East 18th Street, 5th Floor, New York, NY 10003 ("NDCI"). NDCI is a data service company, experienced in data recovery and computer forensics.
6. On Thursday May 13th, 2004 we received a single 3.5" diskette for reproduction. A photocopy of the diskette label is attached as Exhibit 1 to this declaration.
7. I made two exact copies of the original diskette using a Tracer/ST Standalone Automatic 3.5" floppy diskette duplicator. The Tracer/ST is a dedicated 3.5" disk duplicating machine.
8. The two copies are true and correct copies of the original diskette. I know that these are true and correct copies because I had the Tracer/ST verify the copies. This means that after the Tracer/ST stores information on the target diskette, the information is re-read, and compared with what was written.
9. Attached as Exhibit 2 is a true and correct directory listing of the contents of the diskette.
10. Executed this 1st day of June, 2004, New York, New York

National Data Conversion Institute

By: 
Name: Greg Sobolewski
Title: Forensics Engineer

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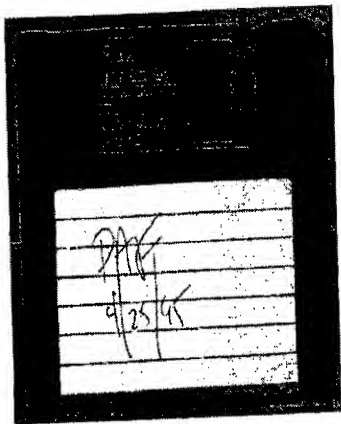


Exhibit 1

EXHIBIT F - PAGE 2

Volume in drive A has no label.
Volume Serial Number is 3362-1AF8

Directory of A:\

01/26/1995 01:49p	4,492 biz4.txt
02/01/1995 10:21a	3,403 rwreadme.txt
04/25/1995 07:26p	167 gjolb.txt
03/21/1995 02:49p	33,539 WTVFPNPV.CON
04/03/1995 11:07a	8,609 KBVO.CON
04/19/1995 08:13p	1,379,227 FACTOR95.WB2
01/16/1995 09:57a	4,486 GOLD44.FAX
09/18/1995 09:34p	4,475 biz4.wp
09/20/1995 04:18p	3,371 rwreadme.wp
9 File(s)	1,441,769 bytes
0 Dir(s)	14,336 bytes free

Exhibit 2

2/13/95

- ☒ CONFIRM L. Senando Meeting
- ☒ MARK RICHARDSON Maint Proposal
- ☒ Create Rec^{ist} Order Forms For DJPAR
- ☐ CRUB SHEET FOR RODIN/DJP
- ☐ ~~Studio~~ Photogenix Screen Saver Software
1-800-224-2778 516-935-7060
- ☐ CARD SERVICE 1-800-370-4549
CREDIT CARD PROCESSING web: <http://kbt.com/cards>
- ☐ Leister Pro@AOL.com Windows Familytree
- ☐ WINDOWS MAG CD-ROM 1-800-227-1228
- ☒ ConnectSoft #49.45 1-800-889-3499
- ☒ NetCOM 800-353-6600
- ☐ INTERNET BIZ GUIDE BOOK \$15.00 37-581-3500

"CYBERSLOOP" "EASYNET"
"CYBER TOOLS"

~~CHRYSLER SERVICE~~ 603-8800

2/14/95

- ☐ Attorney's fees
- ☐ Salary
- ☐ Patent
- ☐ Future
- ☐ Prior Money

2/19/95

CANDACE VIDEO IN
Dealing 610-251-9023

QUADRANT INTL.

CIN BY COPPOLA 610-251-9023

DIR Sales \$4000 3/95 1-4

2/16/95

JOHN GOODMAN

Friend of BOB BROWN

PR firm pay by Placement

Sent stuff to ~~John~~ John Hamburg
1440 24th St.

914-472-1046

3/13/95

~~BOCT~~

WTVF-TV

MARK BINDA
PAM CASE
JODY BULL

DAVID EARNHART & CO
"LAMAR ALEXANDER" Political and Life

Tim J 663-5283

Bruce Smiles & J.D. 908-654-5000

Curtis W. Conly 769-0235
BACK IN TOWN - April

Sy Mitchell - sell gear
818-348-4977 voice
818-704-7031 FAX

Topline 201-785-1600

3/13/95

HTP

1. CALL: BARRY HELFAND KFMB TV
2. LTR: CHUBBS INS (SEE 2/24)
3. HAVE SOMEONE CALL: BARRY SMITH'S WIFE
ABOUT DJP "MICE SMITH" 214-401-3711
4. RON MARRONZ @ Sony Music 212-883-7873
5. CALL: G.J. CONLIN @ ESPN 202-585-2368
6. CALL: BRUCE SALES 908-654-5000
7. CALL & FAX: TOPLINE & L.L.
8. FAX GEAR FOR SALE NOTICES
9. ALYSSA @ WARWICK 212-941-4347
10. RAY ALONSO 245-4802X163
11. Doug Towey 975-5158
12. BROADCAST CALLS !!!
- ✓ 13. PROMPT ADV 213-765-3777
- ✓ 14. 1000 @ \$240⁰⁰ \$2.19
- 2000 @ \$3320⁰⁰ \$1.66
- 4 GRAMS IN JEWEL BOX
- 2000 4pg \$4580⁰⁰ \$2.24 w/BOOK
- 2000 8pg \$5172⁰⁰ \$2.59 w/8pg BOOK
- 1000 @ 3490 4pg \$3.11
- 1000 3781 8pg \$3.78
- 3 weeks monthly
6 weeks party \$1.00 up to 7 min

DISCOUNTED

UNICEF
1-800-468-4353

5/17/95

Primetime

\$5,000 - \$2,000 on 1st Percent
25% Discount \$25K Budget

MUNKERUD
GAP

Kristian GJØLBERG
NORDSTAND V.N.
OSLO 11

Phone 22-82-733 office
22-82-148 Private

As per ULF ANDERSEN

ULF will call

Lynn Keller 512-462-0554 Home
512-473-2023 work

SPORTS Guinness Photo

As per Rod West

Andrew Henschel 910-354-1221

5/24/95
PIP

- ☐ KTVT UNDERSCORES 40th Anniversary
- ☐ KTVT RADIO
- ☐ CTS TEMPEST PHOTOS
- ☒ SEAGRAM'S RADIO BUY
- ☒ CARD GUARD BROCHURE 8 1/2 x 11 TRIFOLD
- ☒ BERNE SILVERMAN 1/2 pg BW AD
- ★ ☐ PRODOTTI MEDITERRANEE (see s/r)
- ☒ RKL PR
- ★ ☐ Ken Robbins@Lintas
- ☐ Cyber DATE
- ☐ WVKF Demo
- ☒ PNP5 Demo
- ☒ DSP #'s
- ☒ WW SESSION M3
- ☐ WPIX 1P. PACKAGES
- ☒ PROMAX CALLS
- ☒ PROMAX MATERIALS
- ★ ☐ ADV Newsletter / Postcards
- ☒ M3 RFR SPONSORSHIPS
- ☒ Bowling Green Clinic

5/25/95

407-393-7335 MAY

Kinn @ home 23664-8456

GIS 30 280-5482

5/26/95

VICKI BILKOWSKI

512-454-1581 327-6414

LIASARA@AOL.COM

6/1/95

LINDA Schleider

212-724-4449

as per Alan Morris

WEA #3N

NCL 11023

Photo of Susan available

Spots from TODAY VIDEO

✓ MIKE & MARY 5/13/95

✓ The Commish Feb 95

✓ Lois & Clark 10/20/93

✓ Access Campaign

AS FOR LYNDIA Schleider

6/1/95

→ Susan Savinski

→ ~~VP~~ Connie Chung

- Joe Reginnani ~~VP~~ Pres Fox News

- DAVID CORUO - VP PROD NEWS

5th Floor Music

DORI Sherman ^{AS FOR} ^{DA KEMMEL}
COCA-COLA TAMPA ⁸¹³⁻⁶⁶⁴⁻⁴⁹⁶⁰ ⁸¹³⁻⁶⁶⁴⁻⁴⁹⁶⁰

Bridgette McRae
RTZ

Ed Harnett @ TAMPA

33-772-0671
FAX PAIC

Jeff Hofstetter SUKUTWANE

6/5/95
TODAY VIDEO
475 10th Ave, 10th FL
Lenny

Jason Rubinstein, VP

Genie Intl.

260 5th Ave #9N

NY, NY 10001

646-5535 more

646-5644 fax

portable
cell phone
computer BAGS

Needs Design Shop

DSP A/R 6/6/95

~~11/11/95~~
\$104,000

Teddy A. Wawitz
223 0461

\$2800
\$2800

6/5/95

□ CITS:

LINDA SCHLEIDER (See 6/1/95)

HAROLD GOLD (See 6/5/95)

- Paul Cotter 2/22/95
- John Moses APM Int.
- Seagram's Lingo Program
- N.A. Precis Syndicate 3/19/95
- TOASTER REFUND ??? 4/24/95
- Bonville Chaus
- Order Chaus for 888
- Showtime 5/3/95
- Bishop Transmission
- Canal Prommy Single 5/10/95
- Ken Robbins @ Lintas
- NASBIE B2 PANG Marny Followup
- See 5/24/95 List
- PAX PAX Newswatch
- LINDA Schuler Recommendations 4/1/95
- 5th Floor Music @ PAX
- Gwen Sparks Ab Canada Talent Quize
- RKL theme to Len Savore
- MAYOR'S OFFICE OF PTV

- Add. songs for commercial
- Spirit of Philadelphia
 - Babylon
 - Las Vegas

6/7/95

INTEL BBS

503-645-6275

3) Post Card Program All ~~ADD~~ 12

6) Press Release Program ~~REV~~ 6
weekly 150 faxes

6/12/95

MRS MARY SCHWARTZ 557-7575
 MRS ROY SCHWARTZ 832-9500
 SERGIANT CAROL GARCIA 572-7512
 COOK BOB SILVERMAN 813-664-4908

4/16/95

Donny Hunter
 Stratton MA. 802-297-4219

DISTRIBUTOR IN BRATTLEBORO "PINKER" & "BROOKLYN"

Tempest
 6 Shows w/k

W-THE
 SPT

6 promos On air

:30
 :10 :15
 :04

Twelve

Telecom

TOPICAL RADIO
 SWEEPS RADIO

Theme for Show

34 weeks + 13 option

July/Aug

9/13/95

Tim Woods
886-4214 WORK
884-3114

Promo letter
as per Brown

Space on Cross

Ant/market

NY, NJ, CT
Boston?

\$5 of air time
2 1/2 hr wrapper
Circulation ~ 12 pk

1-2 million
Bottles
cans

2-3%

Fund Prizes -

Condo Allocated
Better Promo trips

4-5 condos

12 times

PPM/PV filename -O-K-X-H-N

6/13/95

- ☒ WCPX Quote
- ☒ Seagram's/Smarten Proposal
- ☒ Seagram's FL MEDIA PLAN
- ☒ CTD Quote

<u>NA Prices</u>	\$2,750	1 column	7" x 1 col
	3,500	2 column	7" x 2 col

<u>SOUND IDEAS</u>	600	995 ⁰⁰	995
HB	595	375	
2003	495	375	
		<u>\$1,745</u>	<u>\$1,250</u>

Herb @ Work
 718-284-5040
 718-443-8796

6/16/95

6/16/95

CHARTER LEASING

\$170,000

100% Purchase opt
\$17,000

1 Buyout

3yr \$5,780^w
4yr \$4,414^w
5yr \$3,928^w
3yr \$6,005^w 17%
4yr \$4,806^w
5yr \$4,089^w 15%

Doyle Mennel
800-552-5252

TIP

- ☐ Gwen Sparks Quote
- ☐ Service Merchandise Packages
- ☐ Seagraves Stratton
- ☐ Find Donna Miller
- ☐ Order checks for 836
- ☐ Ken Robins
- ☐ BSB Matha

Deanne Reed 714-2417

6/20/96

Mike GAWANA - 94100 Bank
826-2236Hammer Projections

<u>Robin</u>	<u>SUP</u>
701 1500	3000
702 3000	3000
703 2000	3000
704 750	300
705 600	300
706 400	300
707 1500	300
<u>9750</u>	<u>10200</u>

6/23/95

WORICORD CARPHONE 213-308-7132
OFFICE 310-280-5482

Paul Pollack 718-224-8011
NIA Leasing - AVID

CLIFF TAYLOR AVID 753-2843 OR
800-408-6341 BEEP

LARRY MORGAN
Premiere 818-377-5371

Joe Speduto 724-3131

Mike Salline Sterling 826-2236

LISA ARSHINE
201-931-2636

6/26/91

Aaron Oliver WMAU-TV
Wilmington, NC 28402

910-762-8581 voice
762-8367 FAX

1500/yr
5,500 3 yrs
\$1,000 1000
\$1,000 1000
\$1,000 1000
\$1,000 1000

\$3000
\$1000

NATPE 22-25
SANDS Expo Center
LAS Vegas

20x40 \$4000.00

20x40
\$1800
empty

PRONAX

1500 inline
1000 enc

Booth

LA Convention Center

Bob Mayer
201-761-8412
web@915.com

6/29/95

MCE Comm

Scott Trupp 908-879-9540 voice
908-879-5644 fax

UVW-1800

BVW-75

{ CVR-75 AMPLEX \$26,000⁰⁰
LIST 48,500⁰⁰ }

INSYNC

Q/m

805-985-3594 VOICE

805-985-8541 FAX

→ DVR-10 ^{AVRAGE Q/M} D2 TYPE 3 panel 4xold #34000

(DVR-28 D2 TOP OF LINE)

DVR-10

DVR-18

All Mob. Video
Milton P. B. B. B.
727-1234
VIDEO WORKS

GM Showtime
ZVP Satellite Div

Sony
VICOM

B&H PHOTO

Sony UVW-1800

807-7474
PHOTO

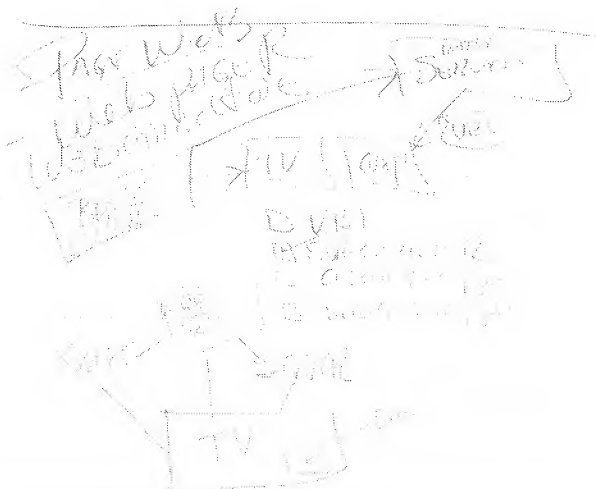
6/29/95

#105	INVCRL: L1
#109	: 07
#208	: ABØ7
#308	: ALØ7
#505	: OEØ7
#601	: BHØ7
#602	: BSØ7
#603	: BLØ7
#604	: BNØ7
#606	: BQØ7
#607	: BSØ7
#608	: BUØ7
#701	: BVØ7
#702	: BWØ7
#703	: BXØ7
#704	: BYØ7
#705	: BZØ7
#706	: CAØ7
#707	: CBØ7
#607 cell nuc	: CCØ7

MICRONIC BBS
 212-674-7375 BVS
 674-0400 VANCE

6/30/95
TAPE & DUB COST FOR RICK LAKE DEMO

6/30	2	Beta 1hr		@ 140	\$ 280
	4	VHS T-10	945 tape	@ 35	140
	10	VHS T-120	Shows	@ 55	550
	10	VHS T-120	graphics music	@ 55	550
7/5	1	Beta 1hr		@ 140	
	10	3/4 SP			



7/8/95

AOL

28,800 ACCESS

LA ACCESS 213-627-1400
 213-625-0143
 310-388-1251
 818-783-1822
 818-340-8733

NYC 212-376-1600
 212-238-4340

Composere 28.8 NY 212-587-0170
 14.4 Culver City CA 310-390-4188
 " Laverdale CA 310 - 370-2831
 " Long Beach CA 310-989-7012
 L.A. CA 213-624-3730
 Monrovia CA 818-303-3869
 N. Hollywood CA 818-752-8045
 Van Nuys CA 818-988-9791
 Manchester CT VT 802-362-2264
 Burlington VT 802-860-0550

7/10/95

☒ DICK Bruskin 212-774-6090
☐ Ann Carmel 212-570-9696
☒ Sherry Bloom
☒ CORO CAR 213-308-7132

PIG	1500	Sol	4:30-8:30	11/11/95
A. Guld	750			
L. Sch	600			
Sol	550			
Sherry	2000			
TM	250			

7/10/95

☒ DIGI2 Browser 212-779-6090
☐ Ann Carmel 212-570-9696
☒ Sherry Blossom
☒ CORO CAR 213-308-7132

PIG	1500	Sat	9:30-8:30	11/1/95
A. Guld	750			
L. Sch	500			
Ser	550			
Shelly	2000			
Tim	250			

~~WEBPAGER~~ WebPager

- ☒ UAHT receives URL
- ☐ Custom web pager Browser or Overlay program
- ☐ Cap/Araht custom Browser

History Stack!

7/10/95

120 Radio

254 PROMOS 34 weeks
13 week Combu Reels

254 RADIOS LIFTS → \$600-700

80 Sweeps RADIOS

34 weeks Combu Reels

120 RADIO ADS per week

Weekly PROMO Feed WED NIGHT LAST PRIME

ORIGINALITY Written

Desktop technology

w/orig RADIO
w/orig RAD

72,219
83,128

87,948
87,486

280-2282

7/10/95

724-6130

LAURA SHUTE w/d 30 824-8777

22-263-5656 CATHY
820-978-5604 IMPBey
917-886-3312 IMPcel

7/11/95

Mery 23-566-5533
~~HAAS~~ Cohen
Paramount Domestic TV

7/11/95

#2 Tom Connor (Kuros KT) 23-956-8533
956-6182 FAX

#3 Susan Kantor (JAG Alex)

213-956-5000

Rockbury 8/16/95
2503
Hollywood 90035

7/13/95

SABON Ent
Ron Karon Music Dept
As per Ron COBO

relnet

NYPLGATE.NYPL.ORG

NYPL

Research Library of NYPL
#9 Drum Collection

⊛ Preserve@delphi.com

7/17/95 Sherry = 2 day per week Retainer
(\$400 Monthly 2 days week/
(\$600 other)

Melagios 520-7709

Recovery Unit
Bob Cook

212-759-4100
Dien 7/14/95

7/17/95

NYU
Lennox

~~908~~ 828-3224

CATLAB = Fried or Fmt

Weintrub =

Fredrik Feit M.D.
212-263-5656

Howard Weintraub, M.D.
212-544-5030

David Seinfeld M.D.
Scherman 212-686-1538

7/18/95

Ken Horvath - Chicken Wings
1594 2nd Ave
82 E 83

FOR TROLL

- ☐ Prochance
- ☐ Cassette - Proano/Music
- ☐ Beta-TNT Anderson

FAX KCM Guy to Paul Shernoff

(RANDY SHAPIRO 718-648-5300 (W))

Mrs. Beasley's Muffin Shop Beverly Hills, CA

(ADN)

310-276-6404

~~\$48.00~~ 54 10
\$65 67 (15)
+ Del w/ Amer
\$76 Amer

Bob COOK @ Riga-Royce
357-5000 office
212-765-6530

7/18/45
151 West 54 St 67-
Wt off concourse desk

Penny Elliott
AVID PERSON

718-384-8037

Steve Moscovici @ CHD

the TV/Music Licensing Committee 7/25/45

212-889-6767
Steinberg →
401 5th Ave
NY 10016

RIEKLAKS

1st fl
372
5th fl
6th fl

401 5th Ave
New York
Cell phone

7/25/95

Send 2 audio Cassettes

Bill Tullis.

(XO)

1705 Arrowhead Trail NE.

Atlanta, GA 30345

404-321-1600

NO SIG REQ Ref CNN-FN Demo

7/26/95

- ☒ Central Park West Theme shipped 7/26/95
- ☒ RICKI LAKE PROMOS
- ☒ Tempest RADIO
- ☒ THE WB RADIO Reel (comedy)
- ☒ Encore RADIO
- ☒ Ship Bob Mather
- ☒ WPIX Quote
- ☒ WLBT PACKAGE
- ☒ CNN-FN Demo?

From IGAR @ AVID 753-2843

8/1/95

Bob Zelin 212-677-5877 Voice

AVID GUY

917-537-7271 Beep

Donna Manning

E3D

477-1666 Voice

Melanie Mitchell

479-2011 FAX

147-56-5121

257 Park Ave So Ste 9W
NYC 10010

Russell
Rusty @ VISION Ent.

8/4/95

818-771-0207 Voice 0033 FAX

AS FOR Therese Gamba

MIS GUY

Mike Alvarez
Ass.

8/4/95

JONATHAN KNOFF
ARED
AS per JCKie@lens

8/7/95 FILIA 212-686-0014 (BRAN) (500 MAR - 3555)
Elli 718-784-6660 (Peter)
KIRBY 212-685-3511 (Cathy)

8/9/95 Western Pacific
(old AmeriWest Pacific)

☐ Agent Set of AC ☐ Personal Finance
☐ EAG
Bill Kuehlein

Speedy SR 212-787-8436

Willcos Group

8/9/95

A DOORS - 1 week / 2 weds / 30 DAYS
 B " 2 weds / 30 DAYS
 C " 30 DAYS

Wholesale \$14.75
~~Wholesale~~
 SHERIDAN 1.47 ←
 SPIFF 1.47
 ROBIN .25
 Advertising .75
 → COGS 6.61
 10.55

14.75 19.25

10.55
 4.20

~~Wholesale~~

WAREHOUSE
 DISPLAY →
 Cost of Money

Overhead
 WAREHOUSE

17.65

.60
 1.60
 3.00
 .75
 2.50
 1.90
 6.00

Weller & O'Sullivan

8/10/95

TransAmerica

\$150,000⁰⁰

2 spots license

Weller's Friend
TOMES

✓ WTKR
✓ WLBT
Weller
Goldberg

10,200 - 33,500
13,500
50,000 - 75,000
8,000

✓ Oprah
✓ PIX
✓ Tempest
WDSU ~~New Orleans~~
✓ Hermann's

\$2,500 - 12,500
75,000
65,000

15,000
5,500

→ ~~WAVT~~ 25-35,000

Cathy Crescilio

8/10/95

SONY RECORDS

ANDY STEVENS 011-44-171-911-8200

Georgie Michaels Mgr. (41171) 911-8715 FAX

3000 Sony

Stevens

#10 Great Marlborough St
LONDON, Eng. W1V 2EP

8/14/95 "Tempest"

10.000000

10.000000

10.000000

10.000000

10.000000

10.000000

10.000000

10.000000

10.000000

10.000000

Every body with Open of 1-
1 Gate with Open of 1-
1-1

Open's Got + Everyday!

Open Everyday!

Now, know you got water it!

U know U Gate with it
2nd U Gate with it
U know U Gate with it
Open of 1-1

SHOUT

8/18/95

Sherman Power
684-4772 Home
628-6064 Office

~~SALES~~ Calling

BIG BROTHER WAR BIRD GRAPHIC \$170⁰⁰ each
5212 Billed Packer

\$75,000	250 Butler MRI	} TRI-STAGE
25,000	CASH Patrick	
100,000	COTE NY CASH	

\$5⁰⁰ OF LIT FOR
STRATON MTH.

Dee Zutter
Ginger only

NEW 12 PAGES
Ginger & Rosemary & Ginger

8/24/95

12 EVAN WINGS Set of cullinary clubs

8/25/95

Services Marcheline Belton FAX #
615-660-7248

Don OSBORNE
615-872-2906

Ser Mar Mon 9/18/95
200 People

8/24/95 MSN Set
march 9/18/95

Call 903-346-2115

206-635-7000

Winters (D. R. L. L. L.)
4/25-8649.87

8/30/95

- * ☒ ☒ TEMPEST RADIO G. Keith Signoff
- * ☒ ☒ " " Script Approvals 12th 5
- ☒ ☒ " " Sched Record & Ship DMS
- ☒ FRED SWOBAG MIX
- ☒ " " CALL DAVID Emmae @ SW
- * ☒ ☒ Service March UD Demo FOR RADIO
- * ☒ ☒ " " Music Demo FOR RADIO
- ☒ ☒ " " Web Page Demo
- ☒ ☒ OPRAT - Get Time Record DMS
- * ☒ ☒ WDSU - Demo WFO Sched Demo Date
- ☒ ☒ " ~~DATE~~ MARCHING BAND SCHEDULE
- ☒ ☒ M3 - WOODWIND SESSIONS (RE-MASTER)
- ☒ ☒ Newsfeed / Radio Feed CD
- * ☒ ☒ Service March - Meeting Budget
- ☒ ☒ " " " Edit
- ☒ ☒ " " " CASTING
- * ☒ ☒ Seagulls - Paper to Station
- ☒ ☒ Research Financial for ME
- ☒ Joe PIG 966-6566
- ☒ Zums (LUBS)

4/20/95

Oprah \$25,000 need agreement for Gordon

Boxum Nelson 816-760-9210 press file

- WBAL - Baltimore - Mrs. Karry Richards
- WBTN - Dayton - Mrs. Kim Peters
- WTAE - Pittsburgh - Lick Szesny
- WCWB - Boston - Mrs. Pat Brien
- WTEN - Milwaukee - Suzanne GLETHAN
- KMTB - Kansas City - Roxann Nelson

Liberte/Goldman Frank ⁰²²⁰ 617-891-9700

Tempest Week 1

- Mon #1011v
- Tue #1012v
- Wed #1002v
- Thu #1004
- Fri #1007v

2-DTS
1-APR
1-CAR
15-APR 10:00am

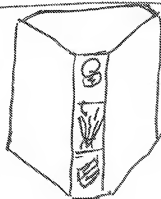
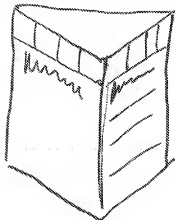
Fred Spitzer 4856 FAP
Linda Friedman

8/30/91

CAA 310-288-4545

John Goodman's Agent
\$120,00 for 8 spots
+ p/w

Maybe
George Wendt



Panasonic Service
800-527-8675

LEADER

178695160

100

1/1/92

4600

1/1/92

1/1/92

1/1/92

1/1/92

1/1/92

1/1/92

1/1/92

1/1/92

1/1/92

1/1/92

9/5/95

CBS Rick Lambson
Sharon Niece

201-625-4056

MAILBOX, etc. 244 MADRID 212-532-5970

MODEL
CF41GT42A AM
4N4J5 M01052

9/5/95

- ☒ EVANS CLUBS
- ☒ SEAGRAM'S/STATHW CALL
- ☒ FRED GOLOBERG, MIX
- ☐ CALL: DAVID RIMMEN
- ☒ BROADCAST FAX
- ☐ PUP MARCHING BAND SCORES
- ☒ M3 WOODWIND SESSION
- ☐ FRANK BIANCUZZO 212-644-2306
- ☒ LAS Vegas TARE to: MARY URGIN
- ☒ BOBISUL FISCHER for 9/13-9/14

(Denny Puns - Frank Bannard's Res)
212-464-2344 FAX

Kate Appel
SEM, INC
729 7th Ave 14th fl
NY NY 10019
212-271-0600 office
212-944-3616 FAX

9/5/95

ERICA Danford
Killingham JT
Ad 802-422-3333
802-422-4341 FAX

MSO own
Mt. Snow/Haystack
John Clifford VP

Ad OKemo 802-228-4011
Dan CRICKSHANK
802-228-4558 FAX

802-209-1584 Stephanie Boep

Brian Benschoterz
RPDX 503-234-4949
CH49

9/6/95

Michelle Webb @ Home
212-366-9567 left KLMHC Records
9/12/95

9/10/45

RAND 307-5405 Freelance graphic
FINE ARTIST REC BY: MARCIA ARRY

ROBLURIA 201-236-6280 WORK

9/16/45

□ CAR: Marty Schwartz 537-7575
Pat Kennedy
Holly Hunter

BS@ 9/25 - 452,818

As per WDSU-TV

Alan FUSCANT

Emma THOMAS

Newell E. BASS

Dixie CUPS

PEARL Eye Pick

Blue Lining

Better than EXR

COPY FOR 10/ 668,100

in http://www.qw.sgi.com/Postcards/postcard_welcome.htm
Cyberpostcard.3604

Dan Epstein Home 212-206-6992
 Off. 212-258255

- ☒ M3 WOODWINDS & MIX
- ☒ SEAGRAM'S/STATION PAPERWORK
- ☐ American Home MATT FEINBERG (See 9/29/95)
- ☐ INFO ABOUT "THE SOURCE" to Sharon TESSLER
- ☒ BRAVE NEW WORLD CD'S to JACKIE ELLIENS WUBST
- ☒ KPDX BRIAN BEN SCHUTER 503-239-4449 ^{as per} WICKI 6/1/96
- ☒ MARTY LIPKIN @ Seiningen Adv 310-776-6600
- ☐ SEND FRED GUD ~~BACK~~ TAPES
 - ☐ DAVID RIMMER
 - ☒ FRANK RAPHAM
 - ☐ DAVE KOLIN
- ☒ CALL: DAVE KOLIN } RADIO JINGLES
 K.F.
- ☒ PITCH PACKAGE to JIM TABER @ STATION
- ☒ CALL: K.F. REPOWEB
- ☐ JOHN KUFF as per JACKIE ELLIENS WUBST @ ARD

10/2/95

- ☒ Donnie Semfai for Melanie Mitchell
BBAT VO PMTS See: 8/1/95
- ☐ Ron Karon @ SABON AS for Ron Coro
- ☐ MARTY SCHWARTZ 4th QTR DJPADV
- ☐ ADV/MKT
 - ☐ WEEKLY BROADCAST PAX
 - ☐ CABLE INTRO PACKAGE
 - ☐ FORTUNE 500 PARODY/IMAGESong Pick
 - ☐ Press Releases via FAX
 - ☐ Adv Age Post CARD PROGRAM
- ☐ RT WANT AD IN AD AGE FOR ACCOUNT GUY
- ☐ RT WANT AD in BROADCASTING FOR PTV Rep
- ☐ Ken Robins @ CINTAS (914-478-4767 Home)
- ☐ VICKI BILKOWSKI 912-471-4711 SSDM
- ☒ ASCAP *****
- ☒ Letter to Kyositi
- ☐ CALL DICK BRUSKIN
- ☒ DJP VIDEO SCRIPT/SHOOT/EDIT
- ☐ DOUG TOWERY 975-5158
- ☒ WDSU FINAL (Need WISN Jingles)
- ☒ BRUCE SALES & JT REBORN 908-654-5000
- ☒ LORI CORO
- ☐ Suzanne Grethum WISN 414-937-3382
- ☐ Get telemarketing Person

10/11/95

- ☐ CLAYTON KNOWLES 212-888-1232
- ☐ Send Full Quotes & options to
GREG BOYCE @ KOAA EXP 10/31/95
- ☐ TOM KURZ'S "Secrets of Stretching" VIDEO \$49.95
800-873-7117 STADIUM POB 447, ISLAND POND, VT 05854
- ☐ FABIAN PJANTE 974-6823
- ☒ ANDY HAT - BRADFORD STAGE LIGHTING 615-256-0977
DID SEVERAL Merch Sales meeting
- ☐ LEROY JAMES BOX 222 MANCHESTER VT 802-362-2219
WOOD M1 2012
- ☐ CONNIE McFEELY WARRICK BAKER CHURCH 941-4323
- ☐ MARK WOLCOWYN SAKS ALMANI 212-940-2580
- ☐ ROYANN NELSON @ Home 913-438-4281
- ☐ BRIAN JOHNSON 212-561-5324 MUSIC LIBRARY Guy

BDCST SALES REP - BDCSTCD
 PARODY Song, MUSIC PRODUCT - REP/TAPES/MKT PLAN
 ADV LETTER
 BDCST POWER TAX
 AUDIO MAILING
 RADIO SPOT LETTER to Networks & SYNDICATORS
 THEME MUSIC TELE MARKETING
 INTERVIEW LETTER / PHONE REP

10/11/46 ASCAP ||||

□ PROMAT CALL FOR PRESENTATIONS
 310-786-7616 DEADLINE 11/17/46

STATION AUDIT

KFMB ?

KREM

CONTRACT OUT

KQAA

EXPIRES 10/31/46 Send Quote

KSBW

exp 7/31/46 check

WABJ

Send New Contract

WGNX

Send Bill for Perf Rights

check Receipts for

WRSD

11/1/46 - \$4,000?

WTVF

\$4,000

WTVT

8/1/46 \$10,000

SALOS LEAD New Kama Prod

212-473-7500

called in for MTV music Generation license

✓ AD FOR BDCST REP IN BDCSTING MAG 10/11/95
 FAX 212-206-8327

Seagrass's/Stratton Meeting 10/13/95
☒ AD SLICKS ☒ SELL SHEET
☐ P.O.S.

TEAR OFFPAGES, POLE-TOPPER, SHELF-TALKER
☒ RADIO

JAN-MAR MERA BUY NEED SCHEDULE
 LIFT TICKETS 100 FOR MEDIA support
 400 FOR TRADE support

Stop Media on Stratton 3/1/95
 2 weeks Radio St. Patricks

☐ Race Weekends
☐ SNOW BOARDS
☐ weekly ☒

10/16/95 SMC

Retail Branding

Carrying to customer

□

Conveyor Belt

- NEW PRICE
- message

{ NEXUS }
{ Specific }

Concepts
examples
variations

:30
:15
:10



LARGE selection
Place People go for
We sell more of.

Product
Customer
Shopping experience

LARG Tuesday Early Wed.

These the guys we go to for...

□ IMAGE TV:30
Retail Branding

NAME SOMEONE APP
TOO SHORT FOR
SMALL

10/14/95

Army MARK
 B66/REMARK RADIO
 200-600-612 #12
 Wayne, PA 19087
 800-600-612 WIRE
 610-971-9630 FAX

10/16/95

Conveyor Belt

☐ Memsic Device
 stylized

☐ Personality
 HWSR

☒ ITEM/PRICE
 Retail Call to Action

☐ Frequency

☐ Depth/Breadth

☐ Turns Many Turns (circumference)
 conveyor belt

STRATEGY: ITEM/PRICE w/IMAGES

JEFF DICKSON & LEANOR DAVIS
908-654-5000

10/19/95

(RON)

6:30 - 7:30 Delivery to
Reps & KATHIE LEE

10/20/95

675 SA & Columbus on 675

1st GARAGE DOOR FOR WABC-TV

Left South Side 204-56-3277

CHARLIE SMATAKA

"BOBBY" OR "SILCO"

TRADE MARK ARE proper Adjective

10/25/95

Interactive RADIO From WebpageSM

Jim Halling WSTV-TV JACKSON, MS
OPN & News Demo 601-372-6311

10/27/95

Andy Shale WPBK-TV Panama City, FL
MS Demo & Quote 904-784-1773 FAX
904-784-0028 VOICE

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WebPager™

Automatic WWW Access With Existing Technology

Overview

The WebPager™ System allows AM & FM radio stations, television stations, cable systems, all other audio and video broadcasters, video playback system such as video cassettes, laser disc players, audio playback systems such as Compact Discs and mini discs to transmit alpha-numeric URL and Internet addresses as well as other computer data to a WebPager™ hardware/software equipped personal computer such as an IBM-PC or compatible, a mac, powermac or other computers.

Computers receiving WebPager™ transmitted addresses and other data can be automatically directed to advertiser or broadcaster specific sites on the World Wide Web, FTP's or other Internet sites in relative synchronicity to the broadcast signal

WebPager™ includes both automatic & history stack browse modes. The main function of WebPager™ is to bring broadcasters into the communication age by broadcasting Internet addresses to participating computers using FM subcarrier signals or direct connections.

How WebPager™ Works

The broadcaster transmits an alpha-numeric message over a common broadcast paging network slightly in advance of the broadcast programming. (The computer

WebPager™
October 10, 1995

Shelton Leigh Palmer
Jason M. Palmer
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program to transmit the Internet address is part of the WebPager™ system.)

A plurality of WebPager™ receivers are attached to computers in the broadcast area, local, regional, national or worldwide.

When a WebPager™ receiver receives a WebPager™ transmission, the alpha-numeric data (usually a worldwide Web URL address) is stored in computer memory and WebPager™ compatible Internet browser will automatically contact the broadcasters desired Internet site. This allows a broadcaster to control the Internet destination of the receivers computer. The receiving computer must have a modem and access to at least a POTS telephone line. The receiving computer user can either use their own internet account or sign-on to the WebPager™ Service.

Uses for WebPager™

1. Direct Response Selling
2. Coupon Distribution
3. Game Playing
4. Advertising
5. Increasing or Controlling Internet traffic
6. Adding Text, Graphics, QuickTime Movies and other computer-style information to radio and television broadcasts.
7. Linking the Broadcaster to the Internet.
8. Linking the Internet to broadcasters.
9. Redefining Entertainment Programming.
10. Redefining Game Show Programing

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11 Adding Pictures to Radio Broadcasts

WebPager™ Hardware Transmitters

Radio stations need conventional access to a conventional alpha-numeric paging site in their broadcast area. This may be on their own sub-carrier or leased from a commercial paging company in the area.

Broadcasters will need a dedicated data link to the pager network.

At a predetermined interval prior to the broadcasting of affiliated on-air program material, the broadcaster will transmit a WebPager™ compatible message to the paging system for broadcast over the paging system to WebPager™ compatible receivers.

WebPager™ Hardware Receivers

The WebPager™ receiver is an FM receiver with a UART and asynchronous serial port operating at a baud rate compatible with the most computer serial ports. The FM receiver is tunable via software so that numerous WebPager™ broadcasts can be tuned in. WebPager™ receivers are also software keyed to receive numerous alpha-numeric messages on one or many specific frequencies so that one pager system can transmit a plurality of broadcasts in a given broadcast area.

WebPager™ Software Receivers

The primary WebPager™ software package is a WWW compatible browser, such as:

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Mosaic or Netscape. We will also offer a TSR (Temporary Stay Resident) program which will work in conjunction with all Web Browser software packages. The software will have two modes: Automatic & History Stack. These modes will be user setable and self-running.

How WebPager™ Software Works

WebPager™ Software runs in the background on host computers. It is constantly looking at a user-selectable COM port for WebPager™ compatible alpha-numeric data. When the software sees a WebPager™ Internet address, it stores the address in memory and writes it to a file on the computers hard drive. If the user is running the software in Auto-mode, the WebPager™ system instructs the Web Browser to go the specific URL. In history-stack mode, the URL is stored along with a brief description of the website.

The software also allows the user to interrupt the automatic address system at any time by clicking anywhere in a given Web page. This action automatically switches the software to history stack mode and allows the user to explore a preferred website. The user may switch back to Auto-mode at any time by clicking the appropriate icon.

The WebPager™ Home Page

All WebPager™ URL's will start at the WebPager™ home page licensed to the specific advertiser. This allows for concise auditing of "hit" activity from any given transmission.

The system is completely advertiser driven. Fees are charged on a per-hit basis.

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Although there are many educational and non-profit uses for this technology The main function of WebPager™ is to drive Web traffic to specific WebPager™-linked home pages for commercial use.

Cost to the Consumers

We are suggesting that a consortium of advertisers make this technology available free to consumers who want it. The hard cost of an industrial site will be under \$20.00

Licensing

We propose to license WebPager™ to everyone

1. Advertisers
2. Web Site Providers
3. Software Companies
4. Pager Companies
5. Phone Companies

Inventors

Shelton Leigh Palmer &
Jason M. Palmer

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212-714-1710 Voice

212-714-0132 Fax

74014.77@compuserve.com

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MASTER DAT 95 - 1 - 6

Date Started: 1/1/95

Program

1. Weller - O'Sullivan - Mystic Lake - "Winners" TV :30 Full Mix :30 1/4/95
2. Weller - O'Sullivan - Mystic Lake - "Winners" TV :30 Full Mix Plus Closing Phrase :31.5
3. Weller - O'Sullivan - Mystic Lake - "Lakes" TV :30 Full Mix :30
4. Weller - O'Sullivan - Mystic Lake - "Lakes" TV :30 Full Mix Plus Closing Phrase :31.5
5. Weller - O'Sullivan - Mystic Lake - "Compare" TV :30 Full Mix
6. Weller - O'Sullivan - Mystic Lake - "Compare" TV :30 Full Mix Plus Closing Phrase :31.5
7. Weller - O'Sullivan - Mystic Lake - "Winners" TV :30 Revised Mix :30 1/5/95
8. Weller - O'Sullivan - Mystic Lake - "Compare" TV :30 Revised Mix :30 1/5/95
9. ABC - Winter Sweeps Week 1 - "22nd American Music Awards" Air : 1/30/95
10. ABC - Winter Sweeps Week 1 - "The Marshall - Special Preview" Air : 1/31/95
11. ABC - Winter Sweeps Week 1 - "Men, Women, Sex Difference" Air : 2/1/95
12. ABC - Winter Sweeps Week 1 - "Matlock / Commish / Day" Air : 2/2/95
13. ABC - Winter Sweeps Week 1 - "TGIF" Air : 2/3/95
14. ABC - Winter Sweeps Week 1 - "The Marshall - Series Premiere" Air : 2/4/95
15. ABC - Winter Sweeps Week 1 - "World News Tonight / Seen It, Done It #3"
16. ABC - Winter Sweeps Week 1 - "World News Tonight / American Agenda - More Time"
17. ABC - Winter Sweeps Week 1 - "World News Tonight / Your Money"
18. ABC - Winter Sweeps Week 1 - "World News Tonight / Person of the Week - Can U Imagine"
19. ABC - Winter Sweeps Week 1 - "World News Tonight / Person of the Week - Actions and Reactions"
20. ABC - Winter Sweeps Week 2 - "Under Siege" Air : 2/5/95
21. ABC - Winter Sweeps Week 2 - "Sneakers" Air : 2/6/95
22. ABC - Winter Sweeps Week 2 - "NYPD Blue" Air : 2/7/95
23. ABC - Winter Sweeps Week 2 - "Behind Closed Doors" Air : 2/8/95
24. ABC - Winter Sweeps Week 2 - "DAY 1" Air : 2/9/95
25. ABC - Winter Sweeps Week 2 - "20/20" Air : 2/10/95
26. ABC - Winter Sweeps Week 2 - "US Figure Skating" Air : 2/11/95
27. ABC - Winter Sweeps Week 2 - "Get Ready Music"
28. ABC - Winter Sweeps Week 2 - "Get Ready Wild Lines"
29. ABC - Winter Sweeps Week 3 - "Texas Justice" Air : 2/12/95
30. ABC - Winter Sweeps Week 3 - "Coach / Ballgame / Justice" Air : 2/13/95
31. ABC - Winter Sweeps Week 3 - "Home Imp / Grace / NYPD" Air : 2/14/95
32. ABC - Winter Sweeps Week 3 - "Wednesday" Air : 2/15/95
33. ABC - Winter Sweeps Week 3 - "Matlock / Commish" Air : 2/16/95
34. ABC - Winter Sweeps Week 3 - "TGIF" Air : 2/17/95
35. ABC - Winter Sweeps Week 3 - "Computer Wore Tennis Shoes" Air : 2/18/95
36. ABC - Winter Sweeps Week 3 - COMMISH MUSIC ONLY
37. ABC - Winter Sweeps Week 3 - COMPUTER MUSIC ONLY

38. ABC - Winter Sweeps Week 3 - TEXAS JUSTICE MUSIC ONLY
 39. ABC - Winter Sweeps Week 3 - TUES. MUSIC ONLY INSTRUMENTAL
 40. ABC - Winter Sweeps Week 3 - TUES. MUSIC ONLY WITH VOCAL
 41. ABC - Winter Sweeps Week 3 - DOO DOOP MUSIC FOR WEDNESDAY
 42. Allscope Services - "Get Ready For Summer Fun" Radio :60
 43. Allscope Services - "Get Ready For Summer Fun" VO ONLY
 44. Allscope Services - "Get Ready For Summer Fun" SFX ONLY
 45. Allscope Services - "Get Ready For Summer Fun" MUSIC ONLY
 46. Millenium 3 - Composer's Demo (KTVT) 2/2/95
 47. ABC - Winter Sweeps Week 4 - "Patriot Games" Air 2/19/95
 48. ABC - Winter Sweeps Week 4 - "Falling From Sky" Air 2/20/95
 49. ABC - Winter Sweeps Week 4 - "NYPD Blue" Air 2/21/95
 50. ABC - Winter Sweeps Week 4 - "Prime Time Live Generic" Air 2/22/95
 51. ABC - Winter Sweeps Week 4 - "DAY 1 Generic" Air 2/23/95
 52. ABC - Winter Sweeps Week 4 - "TGIF" Air 2/24/95
 53. ABC - Winter Sweeps Week 4 - "The Marshall" Air 2/25/95
 54. ABC - Winter Sweeps Week 4 - "NYPD Blue" VO ONLY
 55. ABC - Winter Sweeps Week 4 - "Falling From Sky" VO ONLY
 56. ABC - Winter Sweeps Week 4 - "TGIF" VO ONLY
 57. ABC - Winter Sweeps Week 4 - "TGIF" TGIF MUSIC ONLY
 58. ABC - Winter Sweeps Week 4 - "TGIF" ELVIS VOX ONLY
 59. ABC - Winter Sweeps Week 4 - "Falling From Sky" STEWARDESS VO ONLY
 60. Chock Full O'Nuts - "Jingle Demo" Version 1 2/10/95
 61. Chock Full O'Nuts - "Jingle Demo" Version 2 2/10/95

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Master DAT 95 - 7 - 17

Date Started 2/14/95

Program

1. Warwick Baker Fiore - Chlor-Trimeton "Invasions Of The Ages" Radio :60 Full
2. Warwick Baker Fiore - Chlor-Trimeton "Invasions Of The Ages" Music Only
3. Warwick Baker Fiore - Chlor-Trimeton "Invasions Of The Ages" SFX Split
4. Warwick Baker Fiore - Chlor-Trimeton "Invasions Of The Ages" Radio :30 Full
5. Warwick Baker Fiore - Chlor-Trimeton "Invasions Of The Ages" Music Only
6. Warwick Baker Fiore - Chlor-Trimeton "Invasions Of The Ages" SFX Split
7. Warwick Baker Fiore - Chlor-Trimeton "Someone's At The Door" Radio :60 Full
8. Warwick Baker Fiore - Chlor-Trimeton "Someone's At The Door" Music Only W/Stops
9. Warwick Baker Fiore - Chlor-Trimeton "Someone's At The Door" Music Only No Stops
10. Warwick Baker Fiore - Chlor-Trimeton "Someone's At The Door" SFX Only
11. Warwick Baker Fiore - Chlor-Trimeton "Someone's At The Door" Radio :30 Full
12. Warwick Baker Fiore - Chlor-Trimeton "Someone's At The Door" Music Only No Stop
13. Warwick Baker Fiore - Chlor-Trimeton "Someone's At The Door" SFX Only
14. ABC - Anti-Switch Campaign - "Tarantella" Demo 2/14/95
15. ABC - Anti-Switch Campaign - "The Commish" Ruff Mix For Reference
16. ABC - Anti-Switch Campaign - "The Commish" Main Music Bed (APPRX 43 SEC)
17. ABC - Anti-Switch Campaign - "The Commish" Music Tag (APPRX 15 SEC)
18. ABC - Anti-Switch Campaign - "The Commish" Off Camera Question (AllTakes)
19. ABC - Affiliate Marketing - Winter Sweeps Week 5 - "Dances With Wolves" Air 2/27
20. ABC - Affiliate Marketing - Winter Sweeps Week 5 - "Coach" Air 2/27
21. ABC - Affiliate Marketing - Winter Sweeps Week 5 - "NYPD Blue" Air 2/28
22. ABC - Affiliate Marketing - Winter Sweeps Week 5 - "Roseanna" Air 3/1
23. Banana Boat - Pop - 20 Second Edit - 3/13/95
24. God's Love We Deliver - Music Edit For Video Promo Reel
25. God's Love We Deliver - VO
26. Warwick Baker Fiore, Inc. - Schering Plough Healthcare Products - Tinactin - "Madden Revised" TN20043 :30
27. Warwick Baker Fiore, Inc. - Music Only
28. Warwick Baker Fiore, Inc. - SFX Only
29. Warwick Baker Fiore, Inc. - "Madden" Revised Full Mix
30. Banana Boat - Pop - 20 Second Edit Revised 3/28/95
31. ABC - News :07 Close Version 1
32. ABC - News :07 Close Version 2
33. Lipton Iced Tea - "Kitchen" Radio :30/:30 Rough Mix
34. Lipton Side Dishes - "Menu" Radio :30/:30 Rough Mix
35. Lipton Side Dishes - "Menu" Revised 4/19/95
36. Lipton Side Dishes - "Kitchen" Revised 4/20/95 (False Start - See Cut #42)
37. ABC - News :07 Close Version 1

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95-7-17

Program #

38. ABC - News :07
39. ABC - News :07
40. ABC - News :07
41. ABC - News :07
42. Lipton Iced Tea - "Kitchen"
43. Lipton Iced Tea - "Kitchen"

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Close	Version 1A
Close	Version 2
Close	Version 3
Close	Version 4
Revised	LC5T-R0195
Revised	(New Read From Polly Adams)
	LC5T-R0195 4/24/95

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Program# Program Description

1. Weller & O'Sullivan - "New York, New York" DEMO 4/24/95
2. Weller & O'Sullivan - "New York, New York" DEMO Music Only
- Weller & O'Sullivan - "New York, New York" VOX Only
- A&E - "Ancient Mysteries" Promo :15/:05
- A&E - "Ancient Mysteries" Promo :25/:05
- Best of Everything - Neal Armstrong Speech
- Best of Everything - Bogie "Casablanca"
- Best of Everything - Rhett Butler - "Gone with the Wind"- DNU
- Best of Everything - Rhett Butler - "Gone with the Wind"
- Best of Everything - "Citizen Kane"- "Rosebud"
- Best of Everything - JFK - "Ask not..."
- Best of Everything - Dr. Martin Luther King JR. - "I Have a Dream"
- Best of Everything - Dr. Martin Luther King JR. - "Free at Last"
- Best of Everything - Nixon - "I am not a Crook" -
- Best of Everything - FDR - "All We Fear is Fear It"
- Best of Everything - Best TV Montage (commercials & spots)
- Best of Everything - Bob Vo - Intro
- Best of Everything - Bob Vo - Outro
- KEYE - 42 - "Your Eye On Austin" Composer's DEMO DNU (bad fade)
- KEYE - 42 - "Your Eye On Austin" Composer's DEMO 5/12/95
- Banana Boat - Pop :60 Canadian NO VO SLP-PLA-1-045 (no "Max Protection")
- Banana Boat - Pop :50/ :10 Canadian NO VO SLP-PLA-3-046
- Best of Everything - Full Mix 1 - 5/16/95
- Banana Boat - Pop :60 Canadian - W/VO SLP-PLA-1-047 (no "Max Protection")
- Banana Boat - Pop :50 - :1 - Canadian - W/VO SLP-PLA-3-045
- Millenium III - "Rabid Dog Bites Man In Ass" Sports :60 6/1/95
- Millenium III - "Rabid Dog Bites Man In Ass" Sports :60 Donut 6/1/95
- Millenium III - "Rabid Dog Bites Man In Ass" Sports :30
- Millenium III - "Rabid Dog Bites Man In Ass" Sports :20
- Millenium III - "Rabid Dog Bites Man In Ass" Sports :15
- Millenium III - "Rabid Dog Bites Man In Ass" Sports :11
- Millenium III - "Rabid Dog Bites Man In Ass" Sports :04
33. KTVT - Whooshes (cymrolla)
34. KTVT - Whooshes (bkws cymrolla)
35. KTVT - Whooshes (GTR 1 & 2)
36. KTVT - Whooshes (R & B GTR)
37. KTVT - Whooshes (Toms)
38. The Best of Everything - New VO 6/12/95 (left side only)
39. WCPX - TV - PNP Phase V Open 6/22/95
40. Ricki Lake Demo TV - H1 - "Long Lost Loves"

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MASTER DAT # 95-18-28

Date Started: 4/24/95

Program# Program Description

- 41. Ricki Lake Demo TV - H2 - "Mother Makeover"
- 42. Ricki Lake Demo TV - D1 - "Long Last Covers"
- 43. Ricki Lake Demo TV - D2 - "Mother Make Over"
 - . Ricki Lake Demo TV - L1 - "Long Lost Loves"
 - . Ricki Lake Demo TV - L2 - "Mother Makeover"
 - . Ricki Lake Demo TV - RLSIB - "Long Lost Loves"
 - . Ricki Lake Demo TV - S2 - "Mother makeover"

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Master Dat 95 - 29-34
Date Started 7/31/95

Program #

1. Central Park West - Theme Concepts 7/31/95 Version 1
2. Central Park West - Theme Concepts 7/31/95 Version 2
3. Central Park West - Theme Concepts 7/31/95 Version 3
4. Central Park West - Theme Concepts 7/31/95 Version 4
5. Central Park West - Theme Concepts 7/31/95 Version 5
6. World of Investments - Fred Goldberg "Gains & Losses Day 1" VO - 8/14/95
7. Herman's - "Back To Sports Sale" - Shelly - VO only - VO Demo-Version 1
8. Herman's - "Back To Sports Sale" - Shelly - VO only - VO Demo-Version 2
9. Herman's - "Back To Sports Sale" - Shelly - VO only - VO Demo-Version 3
10. Herman's - "Back To Sports Sale" - Shelly - VO Demo - Version 1 Full Mix
11. Herman's - "Back To Sports Sale" - Shelly - VO Demo - Version 2 Full Mix
12. Herman's - "Back To Sports Sale" - Shelly - VO Demo - Version 3 Full Mix
13. World of Investments - Fred Goldberg "Gains & Losses Day 2" VO - 8/15/95
14. Oprah Winfrey Show - Demo - "Gotta Watch Oprah" Version 1 Full Mix
15. Oprah Winfrey Show - Demo - "Gotta Watch Oprah" Version 1 w/Donut #1
16. Oprah Winfrey Show - Demo - "Gotta Watch Oprah" Version 1 w/Donut #2
17. Oprah Winfrey Show - Demo - "Gotta Watch Oprah" Version 1 SOT
18. Oprah Winfrey Show - Demo - "Gotta Watch Oprah" Version 1 Instrumental
19. Oprah Winfrey Show - Demo - "You Know U Gotta Watch It" Version 2 - Full Mix
20. Oprah Winfrey Show - Demo - "You Know U Gotta Watch It" Version 2 - Donut #1
21. Oprah Winfrey Show - Demo - "You Know U Gotta Watch It" Version 2 - Donut #2
22. Oprah Winfrey Show - Demo - "You Know U Gotta Watch It" Version 2 - Instrumental
23. World of Investments - Call In Show Demo
24. World of Investments - "Strength of the Dollar"
25. Hermans "Back To Sports Sale" - TV :30 Full Mix Revised
26. Hermans "Back To Sports Sale" - TV :10 Full Mix Revised
27. Oprah Winfrey - "Watching Oprah" - Demo Version 1
28. Oprah Winfrey - "Watching Oprah" - Demo Version 1 w/Shout Examples
29. Oprah Winfrey - "Watching Oprah" - Demo Version 2
30. Oprah Winfrey - "Watching Oprah" - Demo Version 2 w/Shout Examples
31. Oprah Winfrey - "Watching Oprah" - Demo Version 3
32. Oprah Winfrey - "Watching Oprah" - Demo Version 3 w/Shout Examples
33. Oprah Winfrey - "Shout" Revised - Demo
34. Oprah Winfrey - "Shout" Revised w/Shout Examples
35. Herman's - "Back To Sports Sale" TV :30 Instrumental
36. Herman's - "Back To Sports Sale" TV :10 Instrumental
37. Oprah - "Oprah, Oprah" - Kansas City Demo - w/Scratch Vocal - 8/24/95
38. Columbia Tri-Star - Tempestt - Show 1002 - Draft Script Version 1 Radio :30
39. Columbia Tri-Star - Tempestt - Show 1002 - Draft Script Alt. Radio :30
40. Columbia Tri-Star - Tempestt - Show 1004 - Draft Script Version 1 Radio :30
41. Columbia Tri-Star - Tempestt - Show 1004 - Draft Script Alt. Radio :30
42. Columbia Tri-Star - Tempestt - Show 1006 - Draft Script Version 1 Radio :30
43. Columbia Tri-Star - Tempestt - Show 1006 - Draft Script Alt. Radio :30
44. Columbia Tri-Star - Tempestt - Show 1002 - Revised 8/29/95 Radio :30

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45. Columbia Tri-Star - Tempestt - Show 1004 - Revised 8/29/95 Radio :30
46. Columbia Tri-Star - Tempestt - Show 1006 - Revised 8/29/95 Radio :30
47. Columbia Tri-Star - Tempestt - Show 1011 - "My Ex...." Air: Mon Sept. 11, 1995
48. Columbia Tri-Star - Tempestt - Show 1012 - "You're Rude" - Air: Tues. Sept 12, 1995
49. Columbia Tri-Star - Tempestt - Show 1002 - "He Beats Me" - Air: Wed. Sept 13, 1995
50. Columbia Tri-Star - Tempestt - Show 1004 - "Inter-Dating" - Air: Thurs. Sept 14, 1995
51. Columbia Tri-Star - Tempestt - Show 1007 - "Stud or Dud?" - Air: Fri. Sept 15, 1995
52. Columbia Tri-Star - Tempestt - Show 1011 - "My Ex...." - Revised - Air: Mon, Sept 11, 1995
53. Columbia Tri-Star - Tempestt - Show 1011 - "My Ex...." - Revised - 9/6/95 - Air Mon, Sept 11, 1995
54. Columbia Tri-Star - Tempestt - Show 1012 - "You're Rude " - Revised 9/6/95 - Air Tues, Sept 12, 1995
55. Columbia Tri-Star - Tempestt - Show 1002 - "He Beats Me " - Revised 9/6/95 - Air Wed, Sept 13, 1995
56. Columbia Tri-Star - Tempestt - Show 1012 - "Inter-Dating " - Revised 9/6/95 - Air Thurs, Sept 14, 1995
57. Columbia Tri-Star - Tempestt - Show 1012 - "Stud or Dud? " - Revised 9/6/95 - Air Fri, Sept 15, 1995
58. World of Investments - "Gains & Losses Day 1" - Full mix Final
59. World of Investments - "Gains & Losses Day 2" - Full mix Final

Master Dat 95-35-38

Date Started 9/11/95

Program

1. Columbia Tri-Star - Tempestt - Week 2 - #1014 - "I Want to be Reunited . . ." - Air: Mon 9/18
2. Columbia Tri-Star - Tempestt - Week 2 - #1016 - "It's Cool To Be . . ." - Air: Tues 9/19
3. Columbia Tri-Star - Tempestt - Week 2 - #1008 - "Don't Come Any Closer . . ." - Air: Wed 9/20
4. Columbia Tri-Star - Tempestt - Week 2 - #1006 - "Please Forgive Me . . ." - Air: Thurs 9/21
5. Columbia Tri-Star - Tempestt - Week 2 - #1018 - "You're Not All That . . ." - Air: Fri 9/22
6. Oprah Winfrey - "Watching Oprah" - Music - Double Donut (Pat Balwin) - for Kansas City
7. Columbia Tri-Star - Tempestt - Week 3 - #1023 - "I Practice Unsafe Sex" - Air: Mon 9/25
8. Columbia Tri-Star - Tempestt - Week 3 - #1022 - "Best Friend - Outta Here" - Air: Tues 9/26
9. Columbia Tri-Star - Tempestt - Week 3 - #1010 - "Mom, But Out . . ." - Air: Wed 9/27
10. Columbia Tri-Star - Tempestt - Week 3 - #1005 - "I Hate My Babies Father" - Air: Thurs 9/28
11. Columbia Tri-Star - Tempestt - Week 3 - #1017 - "Stop Dating Bad Boys." - Air: Fri 9/29
12. Fred Goldberg - "Gains & Losses" Day 1 - Revised - Final Demo
13. Fred Goldberg - "Gains & Losses" Day 2 - Revised - Final Demo
14. Fred Goldberg - "The Strength of The Dollar" - Revised - Final Demo
15. Onni Berkshire Hotel - TV Spot - VO Scratch - Left Channel Only
16. WDSU - Composer's Demo - 9/21/95
17. Columbia Tri-Star - Tempestt - Week 4 - #1025 - "I Trusted You . . ." - Air: Mon 10/02
18. Columbia Tri-Star - Tempestt - Week 4 - #1029 - "Please Leave Your Gang" - Air: Tues 10/03
19. Columbia Tri-Star - Tempestt - Week 4 - #1027 - "If You Don't Loose Weight . . ." - Air: Wed 10/04
20. Columbia Tri-Star - Tempestt - Week 4 - #1030 - "Your Girlfriend Is A Loudmouth" - Air: Thurs 10/05
21. Columbia Tri-Star - Tempestt - Week 4 - #1026 - "I Was Ugly . . ." - Air: ~~Mon~~ ^{Fri} 10/06
22. WDSU - Composer's Demo - 9/28/95
23. Columbia Tri-Star - Tempestt - #1032 - "Step Off Girlfriend . . ." - Air: Mon 10/09
24. Columbia Tri-Star - Tempestt - #1031 - "What Kind Of Friend . . ." - Air: Tues 10/10
25. Columbia Tri-Star - Tempestt - #1009 - "Don't Hate Me . . . Gay" - Air: Wed 10/11
26. Columbia Tri-Star - Tempestt - #1034 - "I Can't Believe You Set Me Up" - Air: Thurs 10/12
27. Columbia Tri-Star - Tempestt - #1033 - "I Fessed Up . . ." - Air: Fri 10/13
28. Columbia Tri-Star - Tempestt - #1042 - "It's Either Her Or Me . . . Choose" - Air: Mon 10/16
29. Columbia Tri-Star - Tempestt - #1038 - "You're A Lush . . . Stop Drinking" - Air: Tues 10/17
30. Columbia Tri-Star - Tempestt - #1037 - "Stop Paving In Public" - Air: Wed 10/18
31. Columbia Tri-Star - Tempestt - #1036 - "Mind Your Own Business" - Air: Thurs 10/19
32. Columbia Tri-Star - Tempestt - #1040 - "Gotcha Like It or Not . . ." - Air: Fri 10/20

Master Dat 95-39-43
Date Started 10/16/95

Program # Program Description:

1. Columbia Tri-Star - Tempestt - Show #1047 - "Why Didn't You Call" - Air: Mon 10/23
2. Columbia Tri-Star - Tempestt - Show #1044 - "You Bailed . . Just When" - Air: Tue 10/24
3. Columbia Tri-Star - Tempestt - Show #1045 - "Get Steppin" - Air: Wed 10/25
4. Columbia Tri-Star - Tempestt - Show #1048 - "Hey Sis! The War" - Air: Thu 10/26
5. Columbia Tri-Star - Tempestt - Show #1043 - "I know I Dumped You" - Air: Fri 10/27
6. Omni Berkshire - "Chess" - VO - Channel 1, - SFX Channel 2 10/18
7. Omni Berkshire - "Chess" - Music Only, - SFX Channel 2 10/18
8. Omni Berkshire - "Chess" - Radio :60 Full Mix OBP-60-507
9. Columbia Tri-Star - Tempestt - Show #1052 - "Be A Man" - Air: Mon 10/30
10. Columbia Tri-Star - Tempestt - Show #1051 - "Halloween" - Air: Tue 10/31
11. Columbia Tri-Star - Tempestt - Show #1054 - "Mom How Dare You" - Air: Wed 11/01
12. Columbia Tri-Star - Tempestt - Show #1049 - "Girlfriend, I Hate Your . ." - Air: Thur 11/02
13. Columbia Tri-Star - Tempestt - Show #1053 - "How Could You Marry . ." - Air: Fri 11/03
14. Columbia Tri-Star - Tempestt - Show #1059 - "I Want to Confront . ." - Air: Mon 11/06
15. Columbia Tri-Star - Tempestt - Show #1050 - "Your Friends Are Trash" - Air: Tue 11/07
16. Columbia Tri-Star - Tempestt - Show #1060 - "I Used To Love . ." - Air: Wed 11/08
17. Columbia Tri-Star - Tempestt - Show #1058 - "Honey, U Need A Diet" - Air: Thu 11/09
18. Columbia Tri-Star - Tempestt - Show #1057 - "I'm Tired of Poor Boys" - Air: Fri 11/10
19. Columbia Tri-Star - Tempestt - Show #1066 - "Girlfriend, You're A Tramp" - Air: Mon 11/13
20. Columbia Tri-Star - Tempestt - Show #1069 - "You Lied To Me" - Air: Tue 11/14
21. Columbia Tri-Star - Tempestt - Show #1061 - "How Dare You Ruin" - Air: Wed 11/15
22. Columbia Tri-Star - Tempestt - Show #1041 - "You Told I Was Gay" - Air: Thu 11/16
23. Columbia Tri-Star - Tempestt - Show #1062 - "Should She Hitch or Ditch" - Air: Fri 11/17
24. PenTab Video - Kids Testimonial At End
25. PenTab Video - VO CVS
26. Columbia Tri-Star - Tempestt - Show #1069 - "Mom, Dump Old Guy" - Air: Mon 11/20
27. Columbia Tri-Star - Tempestt - Show #1068 - "Wake Up Girl . ." - Air: Tue 11/21
28. Columbia Tri-Star - Tempestt - Show #1064 - "Stop Playing Me" - Air: Wed 11/22
29. Columbia Tri-Star - Tempestt - Show #1073 - "Thanksgiving" - Air: Thur 11/23
30. Columbia Tri-Star - Tempestt - Show #1047 - "Why Didn't You Call" - Air: Mon 11/24
31. PenTab Video - VO Fred Mayer
32. PenTab Video - VO K-mart
33. PenTab Video - VO Office Depot
34. PenTab Video - VO Office Max
35. PenTab Video - VO Osuo
36. PenTab Video - VO Revco
37. PenTab Video - VO RiteAid

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